DECEMBER 21, 1959

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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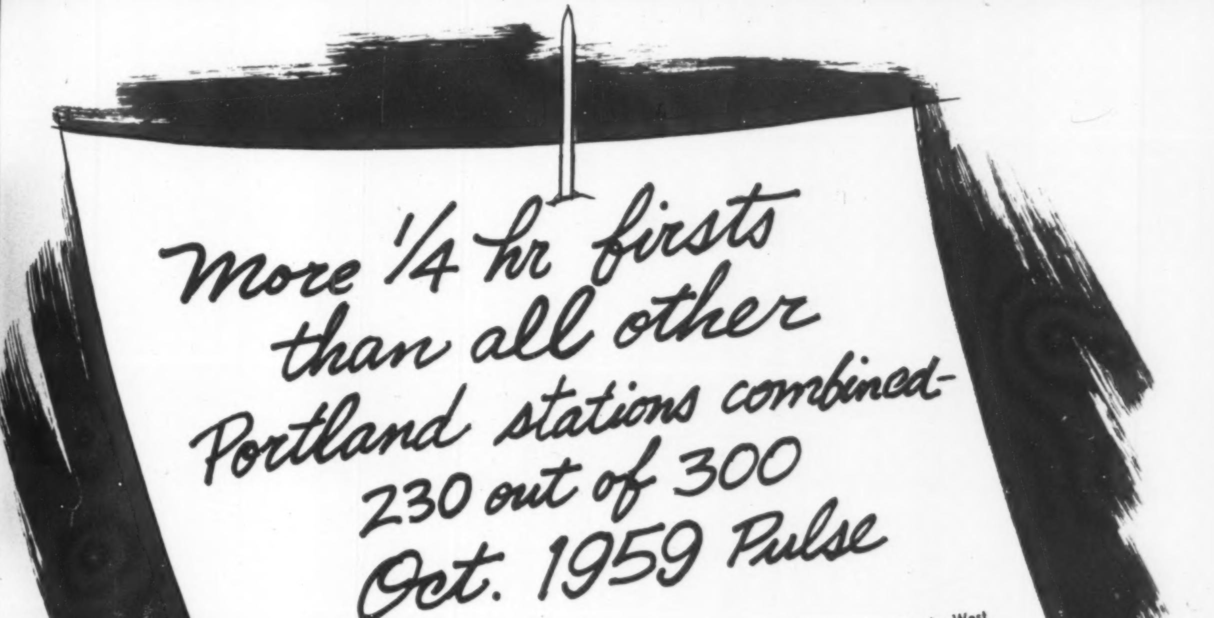
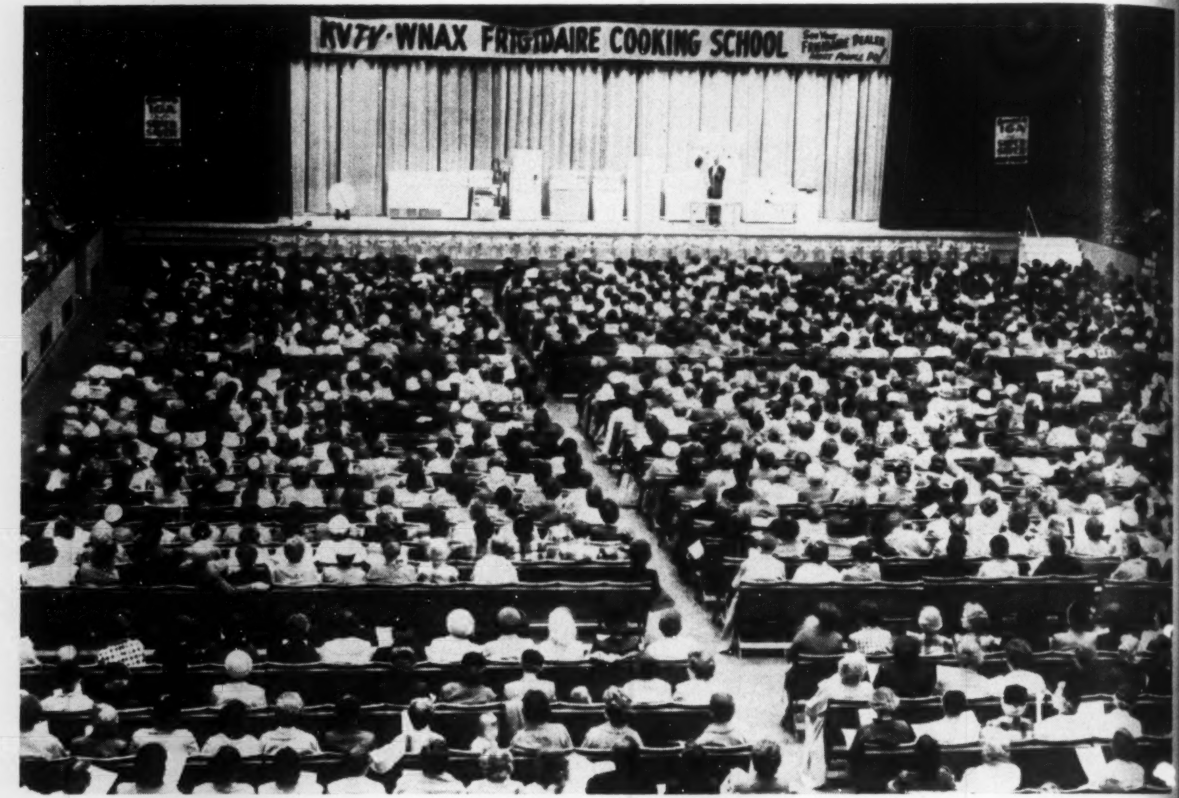

More 1/4 hr firsts than all other Portland stations combined—
230 out of 300
Oct. 1959 Pulse
KISN
Now in the most modern broadcast studios in the West —10th and West Burnside in downtown Portland
DYNAMIC RADIO IN DYNAMIC MARKETS
KISN - Portland
ADAM YOUNG
KOIL - Omaha
AVERY-KNODEL
KICN - Denver
ADAM YOUNG
the Star stations
DON W. BURDEN


KVTV-WNAX FRIGIDAIRE COOKING SCHOOL
See Your FRIGIDAIRE DEALER

NO MATTER WHAT TIME IT IS . . .

MORE OF YOUR SIOUX CITY CUSTOMERS ARE WATCHING KVTV

Proof of the pudding. KVTV-WNAX cooking school, promoted exclusively on these two stations, attracted over 8,000 people to the morning and afternoon sessions.

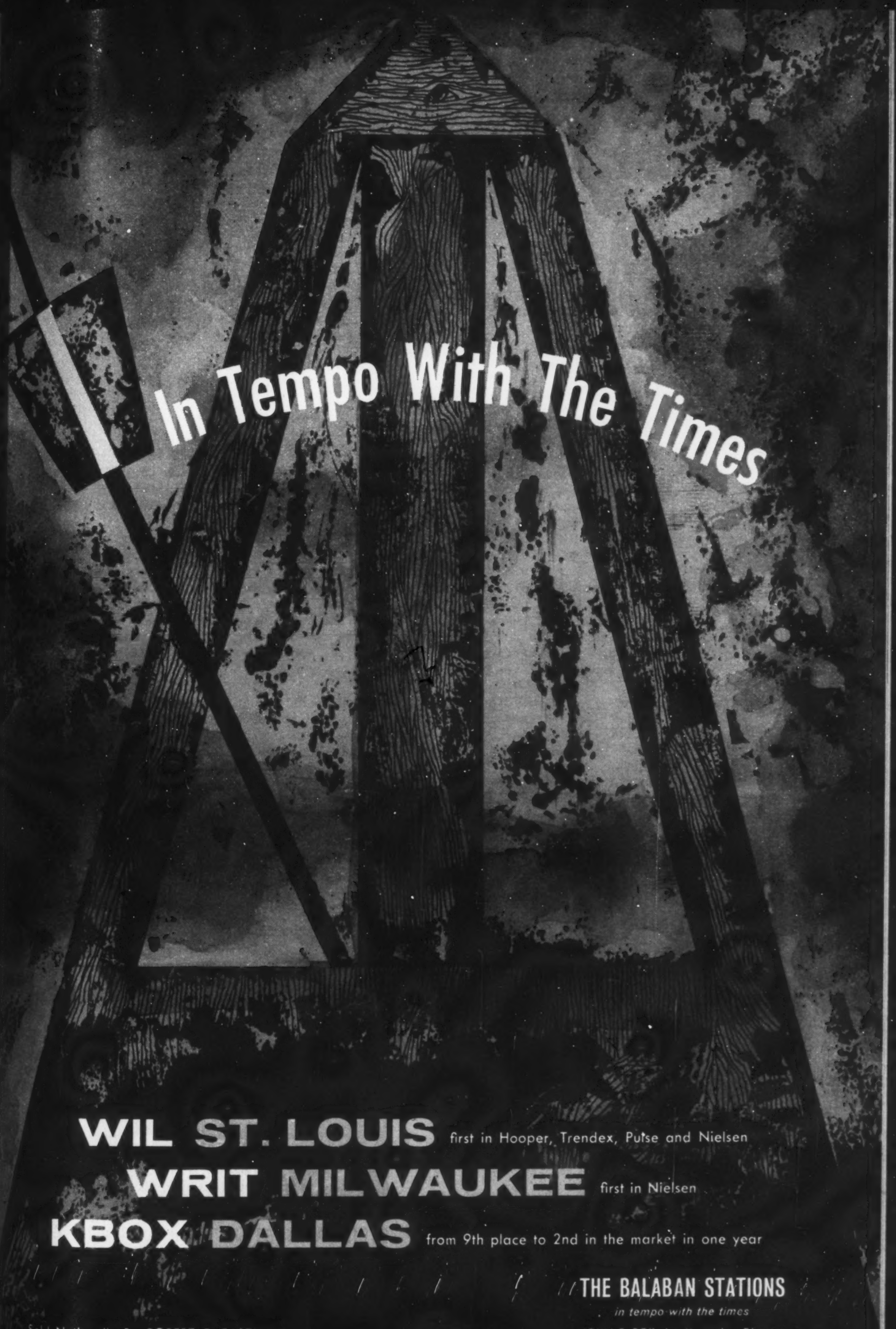
Why do more people in Sioux City watch KVTV? Quality programming. No matter what time it is right now, call your Katz man. He will be able to show you why KVTV is the best buy in Sioux City.

KVTV
CHANNEL 9 • SIOUX CITY, IOWA
CBS • ABC

Minn.
S. Dakota
Iowa
Yankton
Sioux City
Nebraska

PEOPLES BROADCASTING CORPORATION

KVTV	Sioux City, Iowa
WNAX	Yankton, South Dakota
WGAR	Cleveland, Ohio
WRFD	Worthington, Ohio
WTTM	Trenton, New Jersey
WMMN	Fairmont, West Virginia


In Tempo With The Times

WIL ST. LOUIS first in Hooper, Trendex, Pulse and Nielsen

WRIT MILWAUKEE first in Nielsen

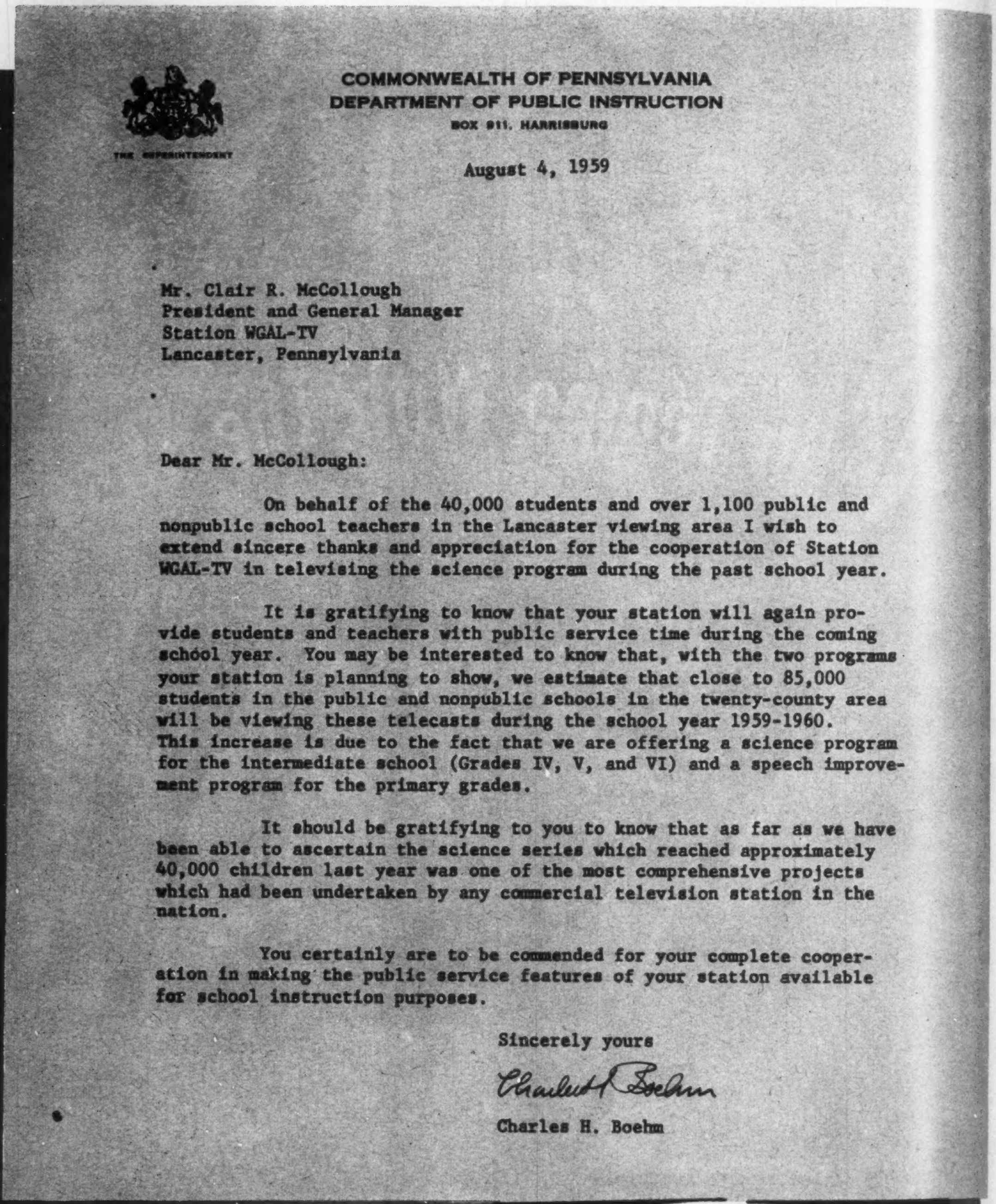
KBOX DALLAS from 9th place to 2nd in the market in one year

THE BALABAN STATIONS

in tempo with the times

JOHN F. BOX, Jr., Managing Director

Sold Nationally By ROBERT E. EASTMAN



THE SUPERINTENDENT

COMMONWEALTH OF PENNSYLVANIA
DEPARTMENT OF PUBLIC INSTRUCTION
BOX 911, HARRISBURG

August 4, 1959

Mr. Clair R. McCollough
President and General Manager
Station WGAL-TV
Lancaster, Pennsylvania

Dear Mr. McCollough:

On behalf of the 40,000 students and over 1,100 public and nonpublic school teachers in the Lancaster viewing area I wish to extend sincere thanks and appreciation for the cooperation of Station WGAL-TV in televising the science program during the past school year.

It is gratifying to know that your station will again provide students and teachers with public service time during the coming school year. You may be interested to know that, with the two programs your station is planning to show, we estimate that close to 85,000 students in the public and nonpublic schools in the twenty-county area will be viewing these telecasts during the school year 1959-1960. This increase is due to the fact that we are offering a science program for the intermediate school (Grades IV, V, and VI) and a speech improvement program for the primary grades.

It should be gratifying to you to know that as far as we have been able to ascertain the science series which reached approximately 40,000 children last year was one of the most comprehensive projects which had been undertaken by any commercial television station in the nation.

You certainly are to be commended for your complete cooperation in making the public service features of your station available for school instruction purposes.

Sincerely yours

Charles H Boehm

Charles H. Boehm

These weekly programs are two of the many educational series regularly telecast by WGAL-TV.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles San Francisco

CLOSED CIRCUIT®

Major swap • Meeting of minds now has been reached by NBC and RKO Teleradio on one of biggest swap-sales transactions ever [CLOSED CIRCUIT, Dec. 14]. Tom O'Neil's Teleradio would acquire NBC's WRCV-AM-TV Philadelphia in tax-free exchange for WNAC-AM-FM-TV Boston, and then would purchase (for about $11-12 million) NBC's WRC-AM-FM-TV Washington. To maintain its vhf quota of five stations, NBC is actively negotiating for purchase of San Francisco outlet. WGMS-AM-FM Washington necessarily would be sold by Teleradio under transaction.

San Francisco conversations are with NBC's present ch. 4 affiliate, KRON-TV, owned by Chronicle, *and with ch. 2 KTVU (TV), independent owned by Pauley-Pabst-Ingrim group, which began operation last year. Discussions, it's understood, center around $8 million asking price for ch. 2 outlet. Because of consent decree requiring NBC to dispose of Philadelphia properties, final agreement presumably would require not only usual FCC approval but also acquiescence of Dept. of Justice and Federal District Court in Philadelphia, lest there be adverse effect on any existing affiliate.*

NAB seeks counsel • Outstanding constitutional lawyer being sought by NAB to present its legal argument before FCC on question of federal agency's jurisdiction over programming. To buttress preparation of overall case, Robert K. Richards has been retained as special consultant to work with 12-man Task Force. Mr. Richards, former administrative vice president, has had NAB as client since he left association in 1954 to establish his own office.

NAB's Task Force will meet again in Washington Dec. 28 to appraise preliminary preparation for hearing. If need be, it's understood, full NAB board will be called into session prior to actual presentation of case. Firm position taken by board was that there's no need for new legislation along lines suggested by some witnesses in proceeding.

Sponsorship format • There've been recurrent reports—regularly denied—that CBS-TV plans to install spot-carrier form of advertising, at least on limited basis, in lieu of conventional sponsorship format. Insiders say situation is this: In quest for "balance" and for controls to assure that it's in charge, network is considering "practically everything." Consequently to deny any one thing is under consideration could be misleading while confirmation could give it grossly unwarranted importance, especially where "it" represents departure as far-reaching as so-called "magazine" or "spot carrier" concept. They insist, however, they're going to have mastery over programs, and with some heat deny reports that they may back away in slightest degree from any policy decisions announced in this regard.

Crisis hanging over television—and especially regulatory stormclouds—have led CBS-TV officials to advance date of annual convention with affiliates and transfer site to scene of current fireworks. Instead of Chicago immediately preceding NAB's April convention there —customary time table—date and place now set for Feb. 29-March 1 in Washington (Shoreham Hotel). At one other time of regulatory trouble, 1958, CBS-TV also switched to Washington and moved it up to January.

Oversight in Gotham • House Oversight Subcommittee apparently figures peripatetic investigator staff isn't enough for volume of business in New York and several weeks ago hired special staff of three to set up permanent shop there, at 346 Broadway. They are Harold Ranstad, Edward M. Jones and James Kelly, all former investigators with Senate's McClelland Labor Racketeering Committee.

FCC has decided to intervene in case involving Post Office Dept.'s denial of mails for circulation of Lady Chatterly's Lover, *British book banned because of purported obscenity and indecency. Intervention would be* amicus curiae *(as a friend of the court) to ascertain what implications there might be affecting radio and tv programming if ban is upheld. Question arises in adaptation of such literary works for tv.*

Uhf fund in doubt • Don't bet on ultimate approval of $2.25 million appropriation for all-inclusive technical study of uhf band as possible substitute for vhf. While preliminary approval had been given project by Budget Bureau after pitch from FCC Comr. Robert E. Lee, other members do not go along. Moreover, responsible non-official entities also have expressed opposition on ground that there's adequate technical information now available and that nothing of value would accrue from new study.

Bill to license all survey agencies, including radio-tv rating services, will be introduced in New York State Legislature next month by Assemblyman Charles Henderson (R.-Hornell), owner of WLEA Hornell, N.Y. Mr. Henderson started damage suit against A. C. Nielsen Co. in 1957 for survey conducted in his area. Suit scheduled to be heard next month before New York Court of Appeals.

Justice quandary • FCC isn't sure whether Justice Dept. is pushing—or just keeping it informed. Justice has bluntly informed FCC that Attorney General has no objections to proceeding with Boston ch. 5 rehearing notwithstanding Jan. 25 retrial of former Comr. Richard A. Mack and Miami attorney Thurman A. Whiteside on charges of having conspired in Miami ch. 10 grant to National Airlines. First criminal trial resulted in hung jury. Examiner Horace Stern's initial decision last September having found no improprieties, Boston ch. 5 case awaits oral argument. Justice Department had asked FCC to hold up on Miami ch. 10 oral argument to obviate any impact on criminal retrial of Messrs. Mack and Whiteside.

How should broadcaster handle situation where Federal Trade Commission has filed complaint against advertiser for alleged false and misleading commercial and this commercial is carried by station or network? Legally, advertiser is in clear until FTC has held hearing and has found that advertisement is in fact deceptive. FTC Chairman Earl W. Kintner, however, has strong feeling that broadcaster and advertiser ought to consider seriously whether questioned commercial should be continued if there is slightest doubt that it is not completely and fully on up and up. "This is a moral problem," Mr. Kintner says.

Next Atlass era • Retirement of H. Leslie Atlass from CBS Central Div., plus resignations of son Frank, sales manager, and daughter Harriet, public affairs director of WBBM-TV, signify more than mere end of Atlass family activity at WBBM-AM-FM-TV Chicago. Senior Atlass and son, as well as second son, H. Leslie Jr. (also CBS-Chicago), are said to be looking over independent properties in Chicago and elsewhere. Hamilton-Landis & Assoc. is participating in search.

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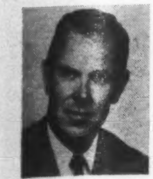
WCKY IS SOME BUY IN CINCINNATI!

[illegible] invade the billion dollar Cincinnati radio market remember [illegible] one station ● picks up a major metro audience ● piles up a [illegible] and ● hands up to a comptometer in efficiency. That station [illegible] programming handcuffs the metro audience; power showers [illegible] low rates brings homes in at under ten cents a [illegible] coverage and cost make WCKY some buy in Cincinnati!

[illegible]Y 50,000 WATTS

Cincinnati — 1530 KC

WEEK IN BRIEF


MR. WEBBER

Tv's need: simplicity with a flair • The big challenge of the new decade will be to get consumers to pay attention to advertising messages. The communications competition is building up Mrs. Consumer's resistence and to make her look and listen will require more careful planning and production of commercials. Simplicity with a flair will be the critical factor, according to Gordon Webber, vice president and director of broadcast commercial production, Benton & Bowles, New York. He tells about it in this week's MONDAY MEMO. Page **17.**

Roper scans the public • Famed research organization tells FCC that people disapprove quiz-rigging and payola but retain their faith in broadcasting as a whole. A detailed analysis of what the public is thinking these days. Page **19.** Other testimony given FCC. Page **36.**

Billing smoke • Kent cigarettes puff their way to top of third quarter brand advertiser gross investments in network tv. TvB's figures on network tv, third quarter and September. Page **29.**

Either tell all or don't pay (ola) • RCA signs payola consent order with Federal Trade Commission; promises to refrain from paying disc jockeys and other station personnel for playing records "without public disclosure." Latter provision raises question regarding broadcaster responsibility in FTC order. Page **46.**

Payola scope shapes up • Catchall group of complaints received by House Oversighters covers 27 cities, long list of alleged abuses, involves station and network executives and exploits "other deceptive practices." Page **48.** House group subpoenaes Broadcast Advertisers Reports Inc. tv and radio monitoring records. Page **49.**

St. Louis ch. 2 case continues • St. Louis ch. 2 hearing, recessed after two weeks of testimony, will resume after Jan. 1 with return of Robert F. Jones and with report on investigation of Comr. Craven's files. Witnesses last week recount efforts to influence FCC. Page **50.**

FTC merchandising action upheld • Federal Trade Commission action against advertisers—involving broadcasting merchandising tie-in promotions—upheld when U.S. Supreme Court refuses to review order. Page **51.**

On the crisis front • NAB Task Force reviews plans to state industry position at FCC January hearing. Standards of Good Radio Practice Committee drafts new payola and deception language, subject to Radio Board approval, and votes structural changes in standards. Page **54.**

United Artists feeler • Holds preliminary talks with Ziv Television Programs' controlling stockholders. Already active in tv, UA acquisition of Ziv would substantially increase that participation. Page **62.**

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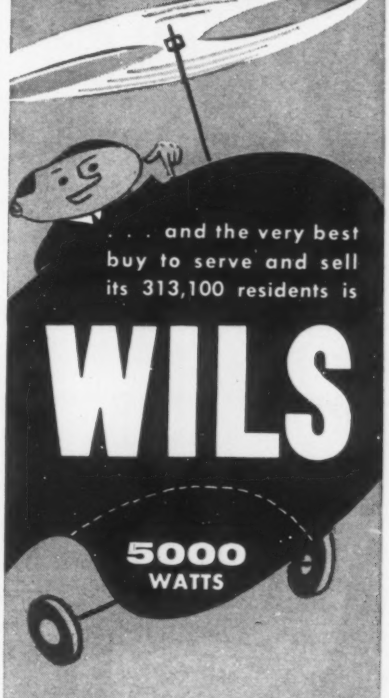


THE
LANSING*
MARKET
IS
MOVING UP . . .

. . . and the very best buy to serve and sell its 313,100 residents is

WILS

5000 WATTS

Take a look at the latest Hooper (J-F, 1959)

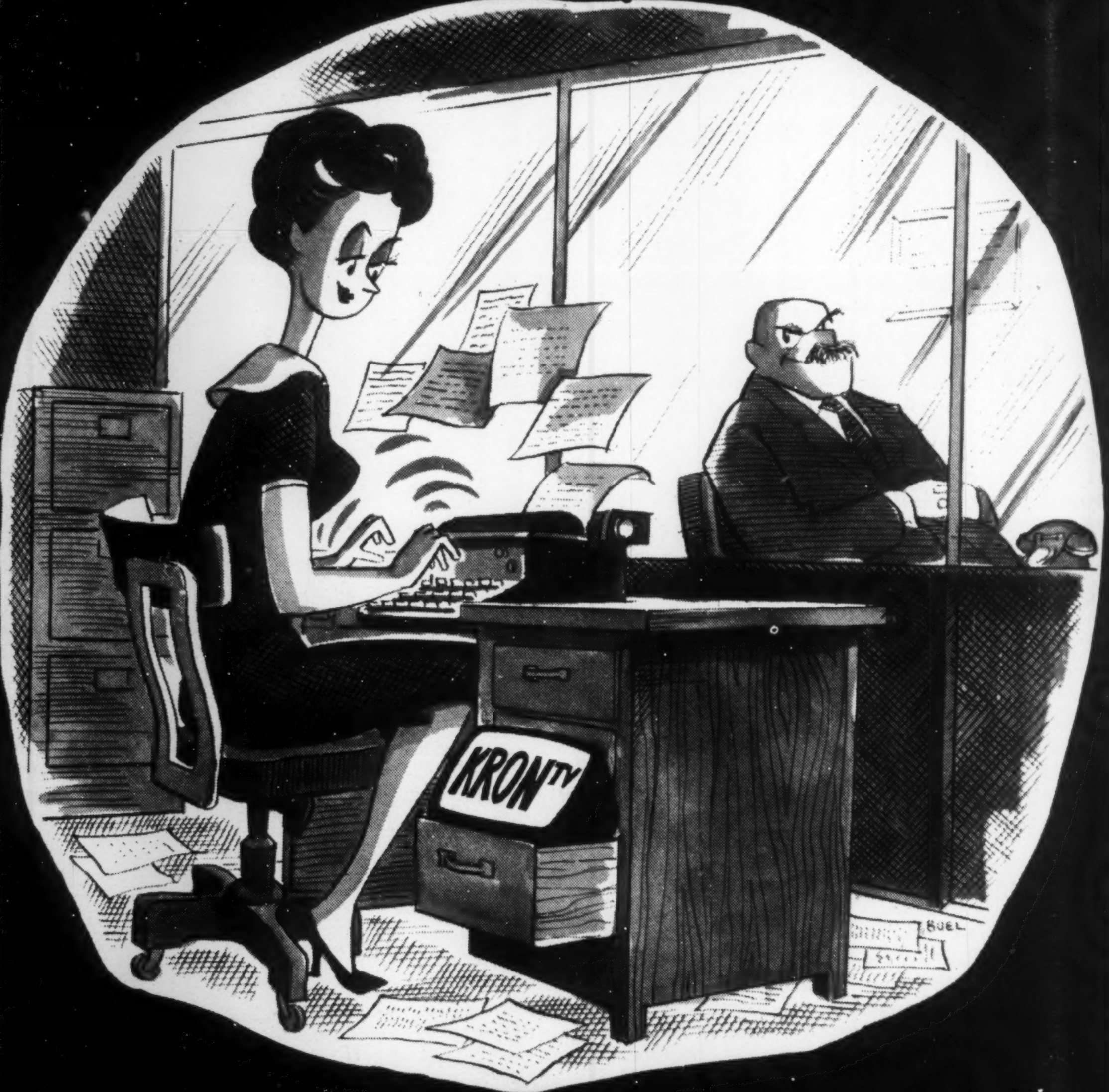
TIME	WILS	STATION B
Mon-Fri 7:00 am 12:00 noon	57.0	26.5
Mon-Fri 12:00 noon 6:00 pm	66.2	16.3

* Michigan's capital city market now boasts
- 91,960 households
- $366,285,000 retail sales
- $588,989,000 spendable income

Represented by VENARD, RINTOUL & McCONNELL, Inc.

WILS is associated with WILX-TV
NBC • CHANNEL 10
studios in Lansing – Jackson – Battle Creek
and WPON-PONTIAC

KRON is TV in SF



San Franciscans are sold on KRON-TV

KRON/TV OUT FRONT FOR 21 CONSECUTIVE MONTHS

Most total share of audience Jan., 1958 through Sept., 1959, ARB

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

AT DEADLINE

LATE NEWSBREAKS ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS ON PAGE 19

ROGERS SANCTIONS NAB CODES

Justice Dept. position given in FCC probe

Justice Dept. sanction of NAB's self-regulatory tv code and radio standards was offered Dec. 18 at FCC hearing into broadcasting. Attorney General William P. Rogers assured broadcasters they can operate within antitrust laws to improve programs and advertising.

Attorney General's views were given in reply to letter from FCC Chairman John C. Doerfer, who had asked Justice for public statement. Comr. Doerfer said such stand would "be most helpful in effecting immediate corrections of those practices which are not illegal *per se* but plainly exaggerations or poor taste."

"I am confident that voluntary codes of good practice can be adopted by the broadcasting industry within the framework of antitrust laws which will play an important role in the improvement of radio and television programming as an adjunct to appropriate Commission action to insure that its licensees operate in the public interest," Mr. Rogers replied. Where there are possible conflicts, he said, Antitrust Div. will help resolve them.

Code witnesses were Donald H. McGannon (Westinghouse stations), code board chairman, and E. K. Hartenbower, KCMO-TV Kansas City, chairman of code group's personal products subcommittee. Mr. McGannon said number of tv code subscribing stations had jumped in last month to 332, up 25%.

In reviewing eight-year history of self-regulation, chairman described punitive powers in withdrawal of seal and recalled crackdown on hemorrhoid remedy had led to 16 station resignations, 19 revocations of seal and abandonment of advertising by 46 stations. He told how NAB is working out liaison procedure with Assn. of National Advertisers, American Assn. of Advertising Agencies and Advertising Federation of America.

Code language generally was adequate to handle quiz-rigging and payola practices, Mr. McGannon said, but recent amendments are more specific. He described fear of antitrust as "stumbling block of some considerable moment." (This came before the attorney general's statement was read.)

As to code's failure to prevent quiz-rigging, he said: "The basic question . . . is not specifically why the code did not preclude this deceptive and almost impossible-to-recognize practice . . . but whether it had and now has the ability to avoid such things in the future, and . . . the degree of sustained and continuing support the industry will afford the code. The combined efforts of this Commission, vigorous support and continuing assistance from ABC, CBS and NBC, the expanded membership and the hypoed awareness of the need for the code can meet the challenge involved."

Mr. Hartenbower reviewed board interpretations and progress in setting up liaison with advertising groups. He argued progress from subcommittee's efforts shows "voluntary self-regulation really works." He reminded that network participation in code has broad influence, since 500 tv stations have network affiliations and 80% of national spot material also clears through network before going to o&o stations.

Sitting with witnesses were two other code board members—Mrs. A. Scott Bullitt, KING-TV Seattle, and Gaines Kelley, WFMY-TV Greensboro, N.C. —and NAB General Counsel Douglas Anello.

Comr. Lee asked NAB to provide list of radio subscribers to standards of good practice with intention of making them public. It was pointed out station had to be member of NAB to receive standards approval and Comr. Doerfer said FCC did not want to be in position of "pressuring" stations to join one or both.

Commissioners asked Mr. McGannon why tv stations whose seal approvals have been revoked were not made public. All FCC members asked how code could be effective if violators were not made public. Mr. McGannon promised to submit proposal to tv board for action.

Mr. McGannon said he opposed FCC adopting code in regulations, advocated by many, because this would abandon self-regulation. This should come only after industry has shown it is "unwilling or unable" to regulate itself, he said.

He also was opposed to idea of national advisory council, proposed by several witnesses and favorably received by commissioners, notably Comr. Ford. Mr. McGannon asknowledged problem of advertiser influence on programming, but said it has been "distorted in magnitude" and can be handled by code through network subscribers.

Speaking for Sigma Delta Chi, Edward W. Scripps II of Scripps-Howard newspapers said FCC should take no regulative action in resolving radio-tv's problems. "We say this because we strongly feel the inherent dangers to the public of FCC regulative intervention in this matter far outweigh the dangers posed to the public well-being by rigged tv quizzes and disc-jockey payola."

Journalism fraternity fears "the almost hysterical clamor for action could encourage unwarranted measures on the part of the government," Mr. Scripps said.

He said public can be far more effective censor than government. "Drastic action has already been taken by the industry to clean its own house, and keep it clean," he stated.

Hearings were adjourned to Jan. 5 when NAB proper and broadcasters will be among first witnesses.

Metropolitan buys outdoor ad company

Metropolitan Broadcasting Corp.'s $14 million acquisition of Foster & Kleiser Outdoor Adv., S.F., announced today (Dec. 21) by John W. Kluge, chairman-president, Metropolitan, and J. Peter Grace, president of W. R. Grace & Co., (chemical firm), N.Y., of which Foster & Kleiser is division. Mr. Kluge said closing will be held early next year and that present organization will remain intact with L. H. Odell, present head of outdoor firm becoming president. Foster & Kleiser has branch offices in nine cities in California, Washington, Oregon and Arizona and sales offices in New York, Chicago and Detroit. Metropolitan operates WNEW-AM-FM-TV New York, WTTG (TV) Washington and WHK-AM-FM Cleveland.

RCA names Anderson

Ewen C. Anderson, formerly executive vp, public relations, for RCA since 1955, appointed to new post of executive vp, staff. He will report to president and handle special assignments. Mr. Anderson took leave of absence year ago for health reasons. He has been back since June 1959.

AT DEADLINE CONTINUED

Skiatron trading ban

Securities Exchange Commission Friday slapped 10-day ban on common stock trading in Skiatron Electronics & Television Corp. SEC charged company, active in pay-tv promotion, filed false information with agency. Order also halted proposed public sale of 172,242 shares by certain company stockholders—chiefly Matthew M. Fox, president and board chairman of Tv Industries Inc., New York, who holds rights to Skiatron pay-tv system. SEC said Mr. Fox was to sell 125,000 shares of Skiatron obtained at $3 each through warrants he received in 1956, and that registration documents failed to disclose some had been sold before statement was filed and some after.

Ruff group buys KTRN

Station sale, subject to usual FCC approval, announced Friday: KTRN Wichita Falls, Tex., sold by Boyd Kelley to Raymond Ruff and associates for $380,000. Mr. Ruff is former operator, KOMA Oklahoma City and KITO San Bernardino, Calif. Mr. Kelley, NAB District 13 director, continues to own KDWT Stamford, Tex. Broker was Hamilton-Landis & Assoc. KTRN is on 1290 kc with 5 kw day, 1 kw night.

NLRB finds for WCKY

AFTRA was guilty of unfair labor practices against WCKY Cincinnati during mid-1957 strike, according to Dec. 20 ruling by National Labor Relations Board. Ruling by Examiner Charles L. Ferguson, which found no violation of law, was reversed by board which held union had improperly asked members not employed at WCKY to refuse to make transcriptions for use on station.

WEEK'S HEADLINERS

MR. MATSON

George D. Matson, vp and treasurer of NBC, promoted to new post of vp and general manager of NBC-TV network. He will be responsible, under NBC-TV executive vp Walter Scott, for business control of tv network activities, planning and coordination between network departments and tv network and other divisions of NBC. **John J. Heywood**, director of pricing and planning, named director of business affairs for tv network. Both appointments effective Jan. 1. Mr. Matson, with NBC since 1952, became assistant treasurer in 1953, controller later same year, and vp and treasurer last january.

MR. RAFAEL

William T. Rafael, with ABC Radio as network script editor since 1957, appointed national program director. He succeeds **Charles Manno** who joins N.W. Ayer & Son, Philadelphia-based advertising agency. During 1952-1957, Mr. Rafael was program director for Radio Free Europe. Prior to that, he was radio writer and producer in New York.

MR. KAROL

MR. MAXWELL

John Karol, director of special projects, elected vp and **Sam K. Maxwell Jr.**, daytime sales manager, named general sales manager in two of series of promotions in CBS-TV Network sales department. **Joseph N. Curl**, account executive since 1957, succeeds Mr. Maxwell as daytime sales manager. **Theodore F. Shaker**, also account executive, named program sales manager, succeeding **Robert B. Hoag**, who has transferred to executive post in CBS-TV programming, Hollywood. **Alfred J. Harding**, account executive since 1950, appointed to new post of manager, public opinion program sales. **Robert F. Jamieson**, manager of station contracts for CBS-TV Affiliate Relations, named to new post of assistant business manager and director of station clearances for network sales department. **Richard H. Low**, director of contracts, assumes additional duties of assistant business manager.

Mr. Karol, with CBS since 1930, and for many years sales vp of CBS Radio, switched to CBS-TV last September as director of special projects. Mr. Maxwell, with CBS since 1946 and with CBS-TV since 1952, takes over duties formerly handled by **Edmund C. Bunker**, recently-named Washington vp of CBS Inc.

MR. ROHRABAUGH

MR. HOOK

MR. WATSON

C.M. Rohrabaugh, president of Kudner Adv., N.Y., since January 1958, elected board chairman and chief executive officer. **Charles R. Hook Jr.**, executive vp since 1955, elected president. **Robert M. Watson**, senior vp, named executive vp and **Carl Phares Jr.**, secretary and assistant treasurer, appointed secretary and treasurer. **Emily Whitehill**, with agency since its inception in 1935, named assistant secretary and assistant treasurer. Mr. Rohrabaugh joined Kudner in 1942 as account executive; was named secretary in 1950 and vp in 1952.

MR. LEDER

Robert J. Leder, vp and general manager of WOR-AM-FM-TV New York, assumes additional duties of division director of KHJ-TV Los Angeles, in realignment of RKO General station's executives following resignation of **John J. Reynolds**, general manager of that station (**Week's Headliners**, Dec. 7). **William H. Grumbles**, formerly division director of KHJ-TV, will serve as division director of KHJ-AM-FM, KFRC-AM-FM San Francisco, and WHBQ-AM-TV Memphis. **Robert Smith**, program director of WOR-AM-FM-TV; **Burton Lambert** and **William McCormick**, general sales managers for WOR-TV and WOR-AM-FM respectively, elected vp's of WOR-AM-FM-TV division. RKO General also operates WNAC-AM-TV and WRKO (FM), both Boston, and WGMS-AM-FM Washington.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

TAP MICHIGAN'S TREMENDOUS BUYING POWER...

...THROUGH WJIM-TV

CHANNEL 6 CBS TELEVISION **LANSING**

Covering More of Michigan than any other TV Station

From huge factories like this Oldsmobile plant at Lansing, buying-power pours into Michigan week after week, through giant payrolls in automotive and related industries.

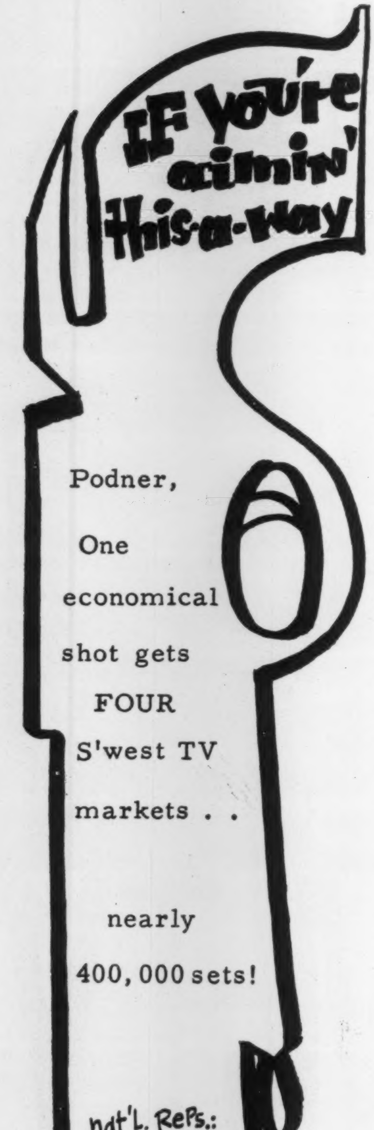
Strategically located in the very heart of this industrial empire, is WJIM-TV. From its 1023-foot tower in the center of the state, it takes your selling message to a score of industrial centers—and to the populous suburban and productive farm areas surrounding them.

Result: WJIM-TV is a *must* on every station list that gives effective Michigan coverage. Ask Blair-TV for complete data, and attractive current availabilities.

As exclusive national representative effective Jan. 1, 1960, WJIM-TV appoints

BLAIR-TV

A NATIONWIDE ORGANIZATION AT THE SERVICE OF ADVERTISING


If you're aimin' this-a-way
nat'L. Reps.: the Branham Company

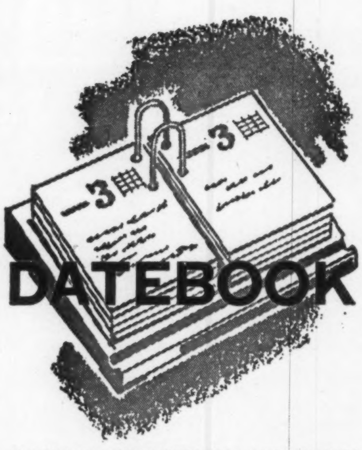
Podner,
One
economical
shot gets
FOUR
S'west TV
markets . .

nearly
400,000 sets!

WEST TEXAS
TELEVISION NETWORK

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS
KICA-TV
CLOVIS, NEW MEXICO

W. D. "DUB" ROGERS, PRES. & GEN. MANAGER



DATEBOOK

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

Dec. 27-30—American Marketing Assn. Marketing Education Div. winter conference, Willard Hotel, Washington.

Dec. 28-29—**Alpha Epsilon Rho** (national honorary radio-tv fraternity) western states regional convention, U. of Southern California Telecommunications Dept. and CBS Tv City, Los Angeles.

Dec. 31—Academy of Television Arts & Sciences New Year's Eve ball, Beverly Hilton Hotel, Beverly Hills, Calif.

JANUARY 1960

Jan. 5—Radio & Television Executives Society timebuying-selling seminar. Louis Hausman, director, Television Information Office, and Gilbert Seldes, author, critic and director of Annenberg School of Communications, U. of Pennsylvania, provide "A Critique At Mid-Season." Hotel Lexington, New York, noon-2 p.m.

*Jan. 6—Chicago chapter, **American Women in Radio & Television**, regular monthly meeting, Continental Room, Fred Harvey Restaurant's Bottle & Bowl, 71 E. Jackson Blvd. Featured speaker: Walter Schwimmer, head of Walter Schwimmer Co., film production-distribution firm.

Jan. 6-9—High Fidelity Music Show, Shrine Exposition Hall, Los Angeles. Sponsor: Institute of High Fidelity Manufacturers.

Jan. 8—**Federal Communications Bar Assn.** Annual meeting and banquet, Statler Hotel, Washington.

Jan. 8—Academy of Television Arts & Sciences "close-up" dinner-show testimonial to Arthur Godfrey, Waldorf Astoria, New York. (Rescheduled from original announcement for Dec. 4 at Seventh Regiment Armory.)

Jan. 10-14—National Retail Merchants Assn., 49th annual convention, Hotel Statler-Hilton, New York. Sales promotion division board of directors meet there on 13th.

Jan. 11—Comments due in FCC rulemaking to authorize vhf translators with a maximum power of 1 w.

*Jan. 11—**Chicago Broadcast Adv. Club** regular monthly luncheon, Sheraton Towers. Main speaker: Sol Taishoff, editor-publisher, BROADCASTING. Thomas Wright, vp at Leo Burnett Co., presides as BAC president.

Jan. 12—Radio & Television Executives Society timebuying-selling seminar. H. P. Lasker, vice president in charge of sales, Crosley Broadcasting Corp., and **William E. (Pete) Matthews, vice president-director, media relations-planning, Young & Rubicam, view "How Many Commercials Make Too Many?" Hotel Lexington, New York, noon-2 p.m.**

Jan. 13—Canadian Board of Broadcast Governors opens public hearings for second tv license in Winnipeg.

*Jan. 16-17—Eighth annual Retail Adv. Conference, Palmer House, Chicago. Among key speakers: Robert M. Cox, president of WMCK McKeesport, Pa., and Cox's Dept. Store; Frances Corey, vp of Grey Adv. for west coast operations, and Josephine Brooker, advertising manager of Buttrey's Dept. Store, Great Falls, Mont., and specialist in radio promotion. Presentation of outstanding retail promotion awards, discussions, workshops and reception comprise remaining agenda.

Jan. 18—Canadian Board of Broadcast Governors opens public hearings for second tv license in Vancouver.

Jan. 19—Los Angeles, Hollywood and **Los Angeles Women's Ad Clubs** joint luncheon meeting, Hotel Statler, with Richard Ryan, general manager, KLOK San Jose, Calif. (president, Advertising Assn. of the West), as major speaker in an AAW program. Felix Adams, vp, Radio Recorders (Hollywood Ad Club president), will be chairman.

Jan. 19—Ninth annual **Sylvania** awards, Hotel Plaza, N. Y.

Jan. 19—Radio & Television Executives Society timebuying-selling seminar. Carl Lindemann Jr., vice president in charge of daytime programs, NBC-TV, and Frank Minehan, vice president-director of media-chairman of plans board, SSC&B, discuss "What's The Difference In Daytime Audiences?" Hotel Lexington, New York, noon-2 p.m.

Jan. 19-21—National Religious Broadcasters 17th annual convention, Mayflower Hotel, Washington.

Jan. 22-24—Advertising Assn. of West midwinter conference, Lafayette Hotel, Long Beach, Calif.

Jan. 25—Retrial of former FCC Comr. **Richard A. Mack** and friend, **Thurman A. Whiteside**, on charges they conspired to throw grant of Miami ch. 10 to National Airlines. U. S. District Court, Washington.

*Jan. 25—**Hollywood Ad Club** luncheon, Hollywood Roosevelt Hotel. Speaker: Kevin Sweeney, president, Radio Advertising Bureau.

Jan. 25-29—National Sales Executives-International St. Louis Field Sales Management Institute, The Chase-Park Plaza Hotel there.

Jan. 26—Radio & Television Executives Society timebuying-selling seminar. Performers Bob Elliott and Ray Goulding quip on the question of whether audiences are "Out-Sophisticating" the sponsors. Hotel Lexington, New York, noon-2 p.m.

Jan. 26—Academy of Television Arts & Sciences forum on international television, Beverly Hilton Hotel, Beverly Hills, Calif.

Jan. 26-28—Georgia Radio & Tv Institute, Athens. Co-sponsors: Georgia Assn. of Broadcasters, U. of Georgia's Henry W. Grady School of Journalism. Speaker: Sig Mickelson, CBS News president.

Jan. 27—Advertising Research Workshop, Assn. **of National Advertisers,** Hotel Sheraton-East, New York.

Jan. 28-30—South Carolina Broadcasters Assn. annual convention, Hotel Greenville, Greenville. Ken Beachboard of WFBC-TV there will be in charge of the tv sessions.

Jan. 29—Adcraft Club of Detroit, Statler Hotel. Speaker: Robert Hurleigh, president, MBS.

Jan. 30—Oklahoma Broadcasters Assn. annual meet, Hotel Tulsa, Tulsa. FCC Comr. Robert E. Lee and Balaban stations' John Box slated to speak.

FEBRUARY 1960

Feb. 2—Radio & Television Executives Society timebuying-selling seminar. T. Rodney Shearer, vice president, A. C. Nielsen Co., and James W. Seiler, director-president of American Research Bureau, square off on ratings. Hotel Lexington, New York, noon-2 p.m.

Feb. 3-5—Institute of Radio Engineers' winter convention on military electronics, Ambassador Hotel, Los Angeles.

Feb. 4—Minnesota AP Broadcasters Assn., annual meeting, Minneapolis.

Feb. 5—Advertising Federation of America midwinter conference, Statler-Hilton Hotel, Washington.

*Feb. 5-13—U. of Minnesota School of Journalism's 13th radio-tv short news course at the university, Minneapolis.

Feb. 6—Art Directors Club of Los Angeles. Presentation of awards for best advertising and editorial art of 1959 at Statler Hotel there. Prizewinners and other outstanding entries will be displayed for following month at California Museum of Science & Industry.

Feb. 7-9—Advertising Federation of America First District conference, Statler-Hilton Hotel, Boston.

Feb. 8—Academy of Television Arts & Sciences at New York, forum on tv for children and teenagers, CBS Studio 52.

IN THE PUBLIC INTEREST . . .

Sunday, December 13, at 9:30 P.M. WGN Radio and WGN Television simulcast an exclusive debate on a subject of vital interest to Chicagoans—and to the nation . . . the serious and costly steel industry strike.

Moderated by W. D. Maxwell, Editor of the Chicago Tribune, participants included Joseph L. Block, Chairman of the Board of Inland Steel Company and David J. McDonald, President of the United Steelworkers Union.

This presentation of the first joint public forum between labor and management in the steel industry is another example of WGN Inc.'s continuing demonstration of its responsibility and dedication to the public it is licensed to serve.

A presentation of WGN, Inc. Public Affairs

WGN - Radio QUALITY RADIO WGN TELEVISION INTEGRITY **WGN - Television**

CHICAGO

Advertisement

Pulse Beat

Where this wireless business began. On a bleak side-road, Cape Cod, this lonely plaque in tall grass says:

WIRELESS STA. RD

"Site of first American transatlantic radio telegraph station, built by Marconi Wireless Telegraph Company, predecessor of RCA, in 1902. Through this station was transmitted on January 19, 1903 the first American transatlantic radiogram. It was addressed to Edward VII, King of England, by Theodore Roosevelt, President of the United States of America."

Better mousetraps? Speaking before Providence Ad Club, Syd Roslow challenged anyone to create better ratings methods than those available today. "If you can create something better than what the broadcasting industry already has, hop to it, and the proverbial path will be beaten to your door. Ratings tell what happened. *What can happen* is available solely in qualitative studies." Such as Pulse gathers from its 100,000 different families each month!

Now more than 270 Pulse markets. 50 added since Jan. '59—more for '60.

"Yingle, yingle, Officer"—only us reindeer. Remember what the Little Woman told you: "Get home early from the office party" and enjoy a real

Merry Christmas!

730 Fifth Ave.
New York 19

PULSE, Inc.

Nothing takes the place of INTERVIEWS in the home
PULSE RINGS DOOR-BELLS
INTERVIEWS FAMILIES IN THEIR HOMES

OPEN MIKE

'Minds in Conflict'

EDITOR:

Since I have enjoyed the privilege of debating editorial positions of BROADCASTING with you from time to time in the past, let me now commend you for the thoughtful and clarifying editorials of Dec. 7 and 14.

It is the Public Mind (or the public's need) that requires the best effort of both the Communications Mind and the Advertising Mind. How about commissioning a BROADCASTING study of the public needs that could be fulfilled by the cooperation of the "Minds in Conflict" after the conflict has been resolved?

Ralph Steetle
Executive Director
Joint Council on Educational Tv
Washington, D.C.

[The study won't be necessary if Communications Minds take charge. They know already what the public needs.—The Editors]

EDITOR:

Your two current editorials, "Minds in Conflict," [Dec. 7 and 14] are classics, pointing the way to new realms of achievement for our broadcasting services . . .

Arch L. Madsen
Assistant Executive Director
Assn. of Maximum Service Telecasters
Washington, D.C.

EDITOR:

This week's editorial [Dec. 7] is splendid. . . .

Paul Miller, President
The Gannett Newspapers
Rochester, N.Y.

EDITOR:

. . . With what you have said so well in your editorial, surely no professional broadcaster can honestly disagree. But I most profoundly believe we do not yet recognize that the ship is not in a storm—it's firmly aground in a mud bank of internal conflict, completely at the mercy of congressional wind and editorial wave.

. . . Broadcasting is . . . a profession —and it honestly requires the same high educational foundation (at least) as law, engineering, teaching—and perhaps we should add preaching. . . .

Admittedly, it is next to impossible to agree upon a set of standards and qualifications when virtually any Tom, Dick or Harry *with the money* can open himself a "red hot" dog of a station and drive an established, conscientious organization into near-panic with the "ratings" of his wireless jukebox. . . . If anything needs to be added to the FCC regulations, it would be this—no man, without a university degree in broadcasting and a willingness to take an appropriate oath of public good, should be admitted to the management of future proposed broadcasting stations.

Those who are presently in the profession should be willing to expend the first efforts, already under way, at courses designed to improve management skills. . . .

T. V. Waber
News Commentator
WXYZ Detroit

EDITOR:

. . . I'm wondering if it would be possible to obtain a couple of hundred reprints of your "Minds in Conflict" editorials . . . Excellent.

Tim Elliot, President
WICE Providence, R.I.

[A reprint containing both editorials from the Dec. 7 and 14 issues is available at 10 cents each.—The Editors]

Attention to duty

EDITOR:

I was quite interested in your editorial of Nov. 23 entitled "Disaster or Conquest?" . . . Perhaps too many of the people in the business have been attending committee meetings, board meetings and other things and have not spent enough time on their own jobs, running their station or network. To do the job right, really, is easier than doing it the way many have been doing it.

Edgar Kobak
New York

WIBG also took part

EDITOR:

Noted on page 102 of Dec. 7 issue, the omission of WIBG as a station supporting the United Fund Drive. . . . WIBG was very much a part. . . .

Roy M. Schwartz
Program & Promotion Mgr.
WIBG Philadelphia

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

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BROADCASTING*

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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* Reg. U. S. Patent Office

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for TOTAL COVERAGE

WGH-RADIO has almost as many listeners in Tidewater, Virginia as all other stations combined . . .

HOOPER'S . . . October Business Survey, shows **WGH-RADIO** to have 42.0% of the radio audience . . . the next highest station shows a 12.1% rating . . .

MIGHTY
MIGHTY
MIGHTY
WGH
RADIO
Color Channel 131

NORFOLK - - - PORTSMOUTH
NEWPORT NEWS -- HAMPTON
VIRGINIA

FIRST IN ALL SURVEYS
HOOPER-PULSE-TRENDEX

John Blair **and Company**
National Representative

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00

☐ Payment attached ☐ Please Bill

name *title/position*

company name

address

city *zone* *state*

Send to home address — —

* Occupation Required

WIIC

NBC PROMOTION MANAGERS CONTEST
CHANNEL 11
WIIC

1ST PLACE

WIIC channel 11 IN PITTSBURGH

expresses its thanks to the distinguished board of judges who honored this television station by selecting it as

FIRST PLACE WINNER

in the

SECOND ANNUAL PROMOTION MANAGERS' CONTEST

conducted by the

NATIONAL BROADCASTING COMPANY

JUDGES

LEWIS TITTERTON
  COMPTON ADVERTISING
JAMES BEALLE
  KENYON & ECKHARDT
HERMINIO TRAVIESAS
  BATTEN, BARTON, DURSTINE & OSBORN
MITCHELL JOHNSON
  WILLIAM ESTY AGENCY
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  LEO BURNETT
AL HOLLANDER
  GREY ADVERTISING
GEORGE FREY
  SULLIVAN, STAUFFER, COLWELL & BAYLES
DORIS WILLENS
  NEW YORK JOURNAL-AMERICAN
CARL SPIELVOGEL
  NEW YORK TIMES

MONDAY MEMO

from **GORDON WEBBER,** *vice president and director of broadcast commercial production, Benton & Bowles, New York*

Tv's need: simplicity with a flair

One of the great advertising challenges of the "Selling Sixties," to say it flatly, is to get more people to pay attention to tv commercials and to remember more of what they see.

Memorability in commercials: this is the blue bird we all pursue, and will pursue ever hotter as we move across the rugged terrain of the next decade. For the bird is elusive and gets more so.

Mrs. Consumer has an awful lot thrown at her between the time she flicks on Garroway and turns off Jack Paar. Thousands of pictures, faces, words, exhortations, propositions—whole and fragmented—bombard her senses. It's little wonder her threshold of indifference is rising and that it gets harder to lob our message over to her. It's painful to admit, but often she just doesn't care about what we say and doesn't look or listen.

To make her care enough to look and listen: this is a challenge to everyone who has anything to do with producing television advertising.

No Magic Touch • There is no magic way. But the problem is urgent enough to engage our best attention. An expensive, high rating tv series or special can be an advertising waste if a mass epidemic of mind-wandering sets in when the commercials come on. The same can apply to spots in a participating show. The already formidable costs of advertising on tv are certain to get higher in the decade ahead—30% higher by 1970, according to one estimate. In the job of winning new customers during the sixties, television advertisers are going to need the hardest working commercials they can get. They can afford nothing less.

How do we get them?

A lot of people have drawn up rules for making good commercials. I have done it myself but don't intend to do it here. But I would like to say something about the most elusive blue bird of all in advertising: simplicity.

The hardest thing in the world to learn is how to be simple.

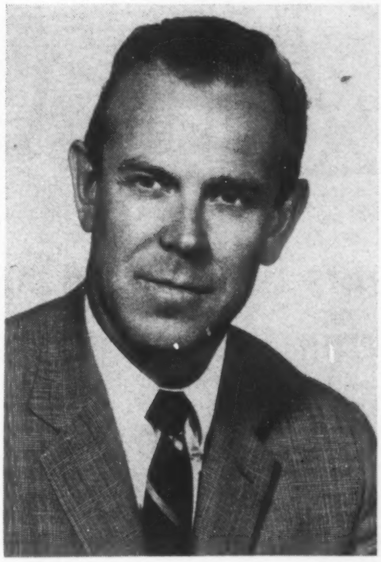
Find the Reason • Simplicity is hard because life seemingly is not simple, particularly the hard, competitive life of selling goods and services. But at the heart of almost every problem of selling a product, if you dig enough, is a simple reality, a reason for the product's being. The first job then, is to find that reason.

There are many ways to be simple in tv commercials. A standup announcer is a "simple" way to present the facts about a product. Sometimes it's effective. And sometimes it's dull and ineffective. Simplicity can't be so simple that it's dull.

Roy Eaton, who recently joined Benton & Bowles as music director, has a way of saying it: simplicity with a flair.

That comes close to it. You want to be simple, but in a way that attracts attention.

Simplicity in television advertising probably has something to do with getting close to life, getting at the heart of the matter. Stripping away extraneous detail and telling a thing straight and clear. Showing a product in a way that answers Mrs. Consumer's question: "What does this have to do with me?"



Novelist and tv script writer as well as agency executive, Gordon Webber is a 12-year man at Benton & Bowles. He joined B&B in 1948 as tv copy supervisor, was elected vp in 1956 and was named to his new post last October. He was formerly with NBC, having been script writer, editor, director of script department and writer-editor of NBC-TV Newsreel. He's author of novels, short stories and tv dramas; his third novel, What End But Love, *published Oct. 26, 1959, by Little, Brown & Co., was preceded by* Years of Eden *(1951) and* The Far Shore *(1954). His short stories have appeared in* Mademoiselle *and* New World Writing, *and for five years he wrote both commercials and scripts for* I Remember Mama *tv series.*

The thing that it has to do with her may be any number of things: a better pie, a cleaner shirt, a healthier family, a sense of pride. You can say these things to her head or to her heart, or both.

The Memory Factor • Whatever the message, and however you say it, it should not be too much. It is hard to resist the desire to say everything there is to say about a product. But we must try. One, two, maybe three simple, distinctive facts is about all a 58-second commercial can tell. Any more and we risk the danger of telling nothing that is remembered.

I recently saw two television commercials that remain strongly in my mind. Both have simplicity with a flair and because of their simplicity they speak their message loud and clear.

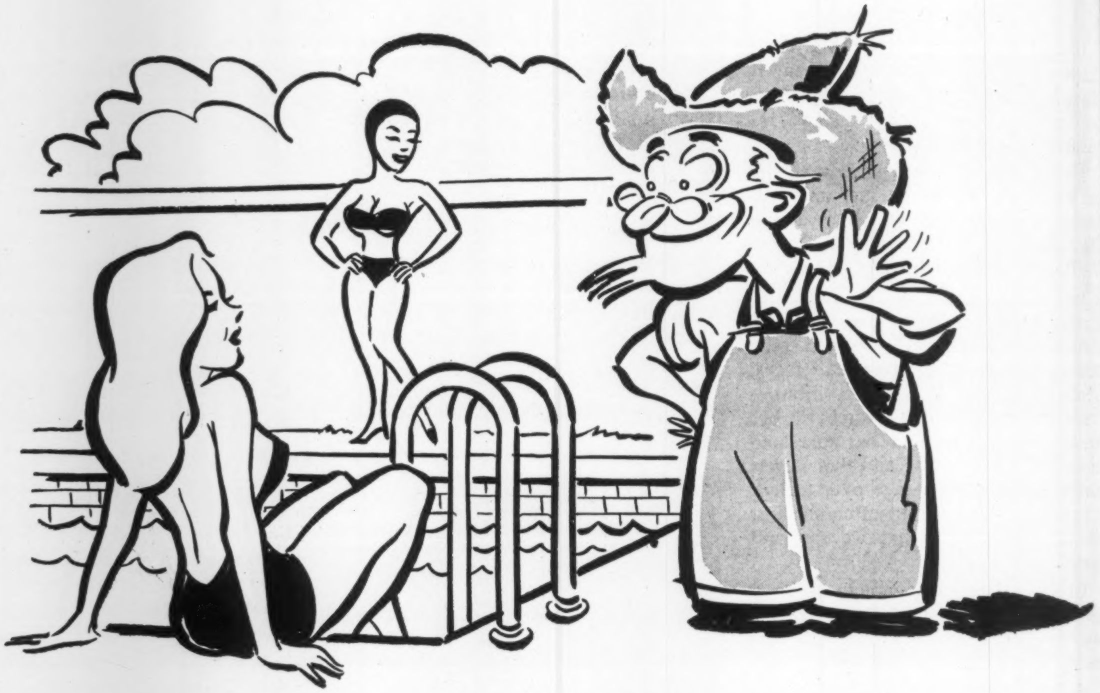
The first one is a one-minute spot for a new dog food, Gaines Gravy Train. It begins with the picture of boys' feet (we never see anything else of the boys) and a bouncing ball. All that happens is that one boy feeds the dog the new product, the dog eats and the boys talk about two simple, exclusive facts about the product in the natural way boys talk. It took three months to make and many thousands of dollars. Sometimes it costs a lot to be simple.

The other is a 20-second spot for The National Assn. for Retarded Children and cost only a few hundred dollars. It opens on a close shot of a still picture of the wistful face of a boy. A lonely flute is playing. We see the eyes of the boy, then a tightly clenched hand, the face again, a title that says something about "need" and "give", then the eyes again. And that is all. Simple and eloquent.

"Simplify! Simplify!" Carlyle said it long ago and this is the hard lesson we all must learn anew every day.

If we learn it well enough, I believe we stand a good chance of getting more people to pay attention to our tv commercials and to remember more of what they see.

Fargo is the SPENDINGEST city in the U. S. A.



And WDAY gets by far the biggest audience in this 54-county area!

The Consumer Markets pages of "Radio Rates" show that Fargo is the No. 1 city in the U.S.A., for Retail Sales Per Family!

Also — the Jan. 19-Feb. 13, 1959 Pulse Area Survey shows that WDAY is *by far* the top station among 37 that compete for audience in our 54-county area.

All this confirms the wisdom of you advertisers who have been choosing WDAY *since 1922!* There just ain't no station anywhere else in the U.S. that does so much — for so many — for so little! Ask PGW!

PULSE AREA REPORT (54 COUNTIES)
JAN. 19 - FEB. 13, 1959
SHARE OF AUDIENCE — IN-HOME & OUT-OF-HOME

	6 A.M.-12 N.	12 N.-6 P.M.	6 P.M.-Mid.
WDAY	**24**	**23**	**24**
STA. B	12	15	16
STA. C	9	10	10
STA. D	8	8	8
STA. E	6	6	6
STA. F	3	4	3
32 Others	38	34	33

WDAY

FARGO, N. D.

NBC • 5000 WATTS
970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

December 21, 1959

Vol. 57 No. 25

WHAT PUBLIC REALLY THINKS OF TV

A deep search into national attitudes shows that most people have kept their perspective despite broadcasting's bad press

The American public opposes quiz-rigging and payola but has not let the torrent of newspaper publicity shake its faith in broadcasting.

Authority for this conclusion: Elmo Roper, partner in the research firm of Elmer Roper & Assoc.

Results of a nationwide sampling of public opinion by the firm were given Dec. 17 to the FCC's broadcasting inquiry.

The people's common sense prevails, Mr. Roper said in analyzing the tabulations of the cross-country statistics.

Backed by 26 years of public-opinion sampling (see box page 20), Mr. Roper's latest study moved him to make this statement to the FCC:

"The results indicate to me that the public as a whole has put this matter in a pretty sane perspective—perhaps far saner than the writers of newspaper headlines."

His analysis given to the FCC shows:

- A majority of the public feels tv is doing an excellent or good job.
- Tv rates close to newspapers in believability of news and as a source of news.
- It ranks first as the medium most wanted if only one medium were available.
- Two out of three people think quiz-rigging is wrong but they don't condemn all television.
- Three out of four are convinced the tv industry is correcting the publicized abuses.

A TIO Project • The Roper firm was commissioned by the Television Information Office to find out how the public was reacting to widespread publicity, most of which has been adverse. It was the first basic project undertaken by the new TIO when it went into action last October with Louis Hausman as director. Clair R. McCollough, Steinman Stations, is chairman of Television Information Committee, which directs the TIO project under NAB auspices.

One of TIO's basic jobs is to find out what the public thinks of tv.

"We commissioned Mr. Roper to get the answers to these questions," Mr. Hausman said last week: "Has television been damaged in the public eye? Are people losing confidence in television? Does the public distinguish between what is good and bad in the medium?"

During the Dec. 5-12 survey week, Roper interviewers completed personal interviews with a nationwide cross-section of 2,000 adults. The findings given the FCC were tentative, based on 1,898 completed questionnaires. Final tabulations will make only trivial changes in the figures, Mr. Roper said.

The Public's Wisdom • Mr. Roper told the FCC, "Twenty-six years of asking the public thousands of questions on hundreds of different subjects have convinced me that the public is usually pretty sound. It is true that occasionally a burst of emotion, usually inspired by widespread dissemination of misinformation, may cause them to go astray momentarily, but our research has shown that they are soon back on the path of common sense, and I think I might even be pardoned if I used the word "wisdom." He said specialists tend to over-estimate the amount of information the public should have and also to understate the public's native common sense.

Questioned after his prepared testimony, Mr. Roper said results from a sample three times as large would vary not over 2-3%, certainly not over 5%. "The sample isn't on the large size and it isn't skimpy either," he observed.

When FCC Comr. Robert T. Bartley asked if phrasing or order of asking questions could influence answers, Mr. Roper said these elements were behind the fact that several questions were asked respondents before the tv quiz subject was touched. He said an average of 5% of the people refuse to talk to surveyors because they are too busy, speak no English or don't like polls.

The hearing had a laugh when Ashbrook Bryant, FCC attorney, opened questioning this way: "Just for the record, Mr. Gallup. . . ." This prompted Chairman John C. Doerfer to suggest

HOW ROPER EVALUATES THE RESULTS

"It seems to me that in view of the tremendous amount of newspaper space which has been devoted to the abuses of public confidence which have been revealed, the public has taken a pretty sane position. They are properly critical of abuses, but they have not lost confidence in the medium as a whole . . .

"It may well be that the public, which if it is anything is human, knows that wherever one finds human beings, one will find instances of great merit, instances of mediocrity and instances of shabbiness.

"The news that a certain fighter threw a fight does not cause people to instantly conclude that all fights are fixed. The news that a judge took a bribe does not cause the public to lose all confidence in our legal system. Perhaps the public is saying, in effect, 'Well, here's just one more proof of the fact that you'll find some rotten apples in every barrel.' . . ."

WHO ELMO ROPER IS

Elmo Roper, head of the research firm bearing his name, is one of the nation's best known marketing consultants and public opinion analysts. He got into marketing research in 1933, after 12 years as a jewelry salesman and retailer created in him a desire to find out what people wanted to buy, rather than what some designer or manufacturer thought they would want.

The 59-year-old researcher works mostly for manufacturers and other commercial clients in surveys dealing with research on products and design, public relations and labor relations. He also is known for broadcasts and articles on public attitudes toward such subjects as labor and business, world peace and political issues. He is a contributing editor of *The Saturday Review,* author of a book, *You and Your Leaders* and chairman of the Fund for the Republic (see Fund story page 44). He conducted the famed *Fortune* magazine public opinion polls.

Mr. Roper was born in 1900 in Hebron, Neb., and attended the U. of Minnesota and the U. of Edinburgh, Scotland. During World War II he was a deputy director of the Office of Strategic Services and special consultant to the War Production Board, Office of War Information, Army Air Force, Marines and Navy. His organization consists of a staff of 40 in New York headquarters and a field force of some 225 interviewers throughout the U.S.

---

the possibility of payola for the Gallup poll, followed by a quip that Mr. Gallup might ask equal time.

Tv a News Leader • Television runs newspapers a close race as the medium depended upon by most people for news, Mr. Roper said on the basis of this question:

"Where do you usually get most of your news about what's going on in the world today—from the newspapers or television or magazines or talking to people or where?" The results (percentages add to more than 100 because of multiple choices):

Newspapers 56%
Television 51%
Radio 34%
Magazines 8%

The Roper firm looked into moral aspects of the problem by citing a number of public issues, asking the question "Here are some recent issues which have been reported in the newspapers. Which do you think are serious moral problems and which do you think are minor?" Respondents were handed a card to study, with 12 issues listed. Here are results in the order in which the public judged the issues to be serious moral problems:

Increasing amount of juvenile delinquency 89%
Dishonest labor leaders 88%
Government officials accepting bribes 81%
Policemen taking graft 74%
School segregation 71%
Advertisers making false claims 67%
International disarmament 66%
Testing of atomic bombs 65%
Promoters fixing boxing matches 44%
Congressman putting their relatives on government payrolls 42%
Rigged quiz shows on tv 41%
Disc jockeys taking money from record companies 34%

In the effort "to gain perspective on whether the rather glaring newspaper headlines did or did not represent the perspective in which the public put the whole subject of television" the interviewers asked this question: "In every community, the schools, the newspapers, the local government, the television stations, each has a different job to do. Would you say that the local schools are doing an excellent, good, fair or poor job (also newspapers, tv stations and local government)?" Here are the results which were obtained:

	Excellent	Good	Fair	Poor	Don't Know
Schools	20%	44%	21%	5%	10%
Newspapers	14	50	25	5	6
Tv stations	11	48	26	6	9
Local govt.	6	38	32	11	13

Mr. Roper observed all but local government received majority approval by a close range—59% to 64%.

Up to this point, he explained, the interviewers had given no indication that questions would be asked about any specific aspects of television or newspapers.

Creditability Scores • In an effort to find if the sensational "exposures of fact" that apparently reputable people had committed a fraud in quiz rigging might have had a deleterious effect on the believability of tv as a whole, the interviewers asked this question:

"If you got conflicting or different reports of the same news story from radio, television, the magazines, and the newspapers, which of the four versions would you be most inclined to believe—the one on radio or tv or magazines or newspapers?" The "most believable" results:

Newspapers 32%
Television 30%
Radio 12%
Magazines 10%
No opinion 16%

Asked which is "least believable" they responded:

Television 9%
Radio 11%
Magazines 23%
Newspapers 24%
No opinion 33%

Mr. Roper commented: "While television almost tied with newspapers as 'most believable', when it came time to pass judgment on 'least believable' only 9% named television against 24% who named newspapers and 23% who named magazines."

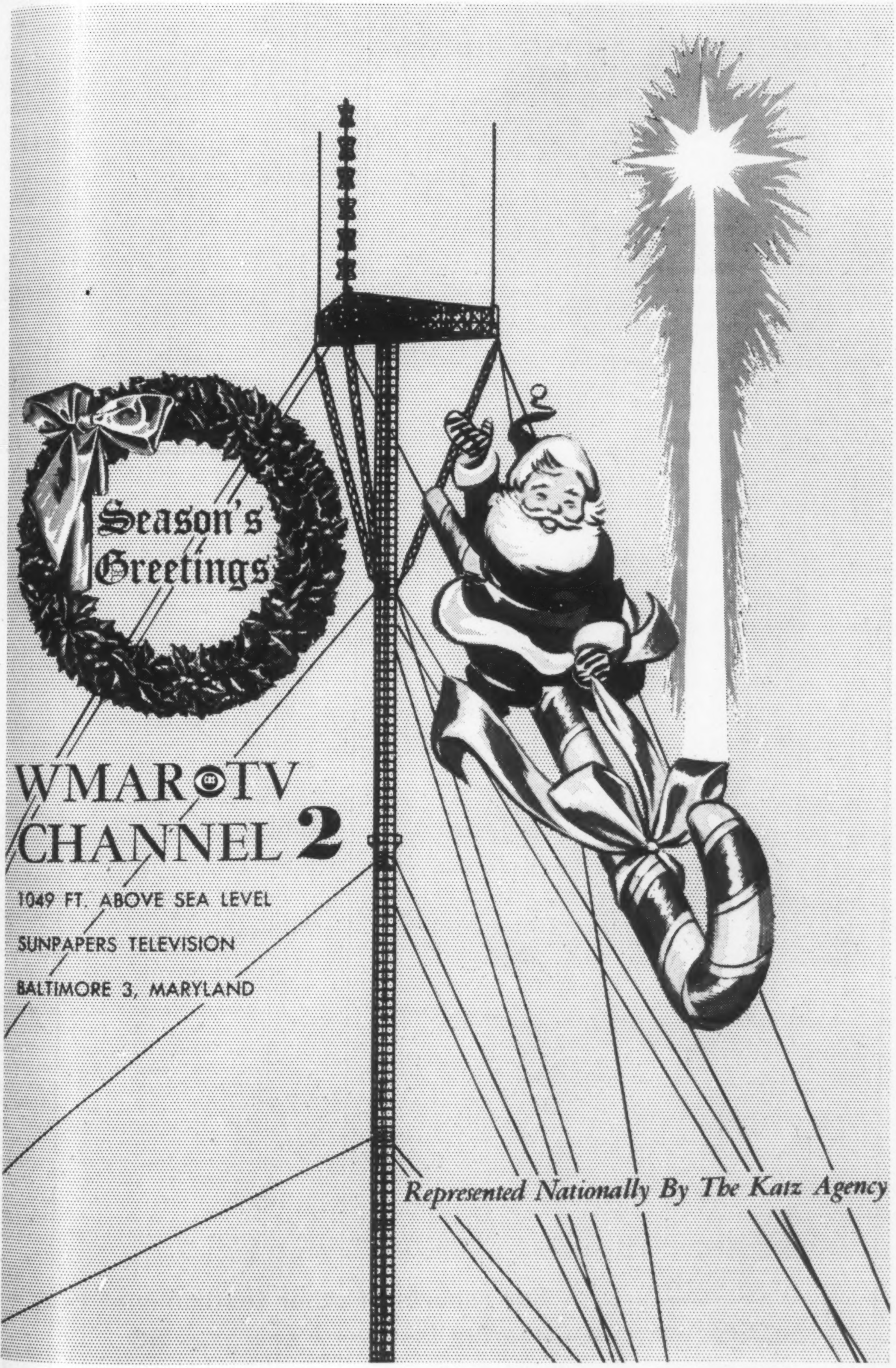
Indispensability • Results of the next questions "indicate the public has not been too carried away by the tremendous mass of publicity with which the television industry has been blessed—or damned—during the past few months," he continued. This question read, "Suppose you could continue to have only one of the following—radio, television, newspapers, or magazines—which one of the four would you most want to keep?" The results:

42% would keep television
32% would keep newspapers
19% would keep radio
4% would keep magazines
3% didn't know

These results, Mr. Roper said: "indicate both the importance and confidence the public attaches to the medium of television as a whole."

A specific quiz question read: "Have

An eager listener • Nobody was more interested in Elmo Roper's testimony to the FCC last week than Louis Hausman (above), director of the Television Information Office. The Roper survey was the first project commissioned by the new TIO.


Season's Greetings

WMAR-TV
CHANNEL 2

1049 FT. ABOVE SEA LEVEL

SUNPAPERS TELEVISION

BALTIMORE 3, MARYLAND

Represented Nationally By The Katz Agency

CORRELATION AMONG SURVEYS

Three autumn samplings of public opinion and one check into broadcast industry reaction have brought out a general finding—the public's overall opinion of television is still favorable although people do not condone unsavory practices.

Specific actions by Charles Van Doren, most publicized of the big-money quiz winners, and by program producers are condemned in most of the recent research (see new findings of Elmo Roper & Assoc. at FCC hearing, beginning on page 19). Two surveys conducted for BROADCASTING magazine just before and after the Van Doren confession showed a scar in the public's image of tv immediately after the rigging of his show was disclosed. The surveys were conducted by Sindlinger & Co., Ridley Park, Pa., nationwide research firm (BROADCASTING, Nov. 2 and 9).

The first survey showed that while most people knew about the tv quiz investigation, only 18.9% had changed their attitude or opinion of the industry. After the Van Doren confession, 50.9% had changed their views. The nature of the changes was not explored in the survey.

Before the confession 57.4% said they found quizzes educational and entertaining, and wanted them restored, but only 39.9% felt that way afterward. Before the confession only 14.7% who knew about him thought he should be fired from his Columbia U. job; afterward 45.7% figured he should be fired.

The second Sindlinger survey showed a feeling that producers were most to blame, 53.8% feeling this way. Mr. Van Doren and sponsors were held culpable by about 18%. Only 12% held the networks most responsible.

Another survey conducted by Dr. George Gallup for CBS showed that 92% of people have heard or read about the quiz-rigging charges (BROADCASTING, Dec. 7). The dropping of big-prize tv shows was generally approved by 38%; 17% favored dropping some quizzes but keeping the honest ones; 20% generally disapproved quizzes. Other findings: 48% want canned laughter discontinued, 23% don't; 46% figure canned laughter or applause should be announced beforehand, 32% don't; 66% favor stricter regulation of tv programs, 15% are opposed. Of those favoring stricter regulation, 13% said government, 42% favored networks themselves, 7% favored both.

A BROADCASTING survey of stations in top markets, networks, and station representatives showed negligible evidence of public revulsion as a result of quiz activity. Very slight evidence was detected that the size of audience had dwindled or that sponsors and agencies were concerned about the value of radio-tv (BROADCASTING, Dec. 14).

you heard or noticed anything about an investigation of the way certain television quiz shows are being run?" The findings:

87%	had heard of it
10%	hadn't
3%	weren't sure

Mostly for the benefit of those who hadn't heard, this question was asked: "Well, it appears that on certain of the big money quiz shows the contestants knew in advance the questions they would be asked and in some cases were even given the answers to these questions. What is your opinion of this whole situation?" The respondent was handed a card with four general attitudes described. The results:

These shocking disclosures show just how bad television is	4%
These practices are very wrong and should be stopped immediately, but you can't condemn all of television because of them	64%
No one can really be in favor of this kind of thing but there's nothing very wrong about it either	17%
What happened is a normal part of show business and is perfectly all right	8%
Don't know	7%

Extent of Deception • "Do you think deceptive practices such as these are pretty much confined to quiz shows or are they true of some other types of television show as well or do you feel they are true of all kinds of television programs?" the interviewers asked. The results:

Confined to quiz shows	36%
Some others	34%
True of all kinds	11%
Don't know	19%

What's the industry doing about the abuses disclosed? The interviewers asked, "Now that this is all out in public, do you feel that the television industry is trying to do a thorough cleanup job wherever it is needed or that they are just correcting the most publicized abuses or that they aren't really doing much of anything?" The results:

Thorough job	39%
Correcting publicized abuses	37%
Not much of anything	9%
Don't know	15%

Payola has been in the news, too, Mr. Roper told the FCC. To see what sort of moral judgment the public passed on payola and other matters in the news, the interviewers asked questions on seven situations.

"Here are some things about television that have received a certain amount of comment lately," the interviewers asked. "For each one, would you tell me whether you think it is very bad, or somewhat questionable, or perfectly all right, or haven't you heard about it." Here are the results:

	Very bad	Questionable	All-right	Haven't heard	Don't know
Payola	21%	24%	6%	37%	12%
Canned laughter	15	7	24	32	12
Free plugs	8	17	38	23	14
Tv ratings	10	21	30	19	20
Advance rehearsals of interview shows where a famous person is interviewed	10	14	61	5	10
Advance rehearsals of quiz shows	50	23	14	4	9
A performer appearing to sing when a record actually provides the sound	28	20	39	4	9

Mr. Roper added, "If public opinion in this instance runs true to form, I have no doubt that, barring other disclosures of other kinds of misconduct, the number of people critical of television will be reduced six months or a year from now. These questions were asked during the Dec. 5-12 period which, of course, was only a short time after the most dramatic disclosure of all in connection with the rigged quiz shows.

"Perhaps the public is more aware than they have been given credit for of the fact that all of the headlines they have been reading about dishonesty in television have been in newspapers, and they recognize newspapers as being locked in a violent competitive struggle with television for the advertising dollar. Perhaps they are simply following the old American adage of 'Don't believe everything you hear about a man from that man's enemies or competitors,' and finally, perhaps here is but one more example of the good sense with which we find the American public to be possessed on most occasions."

For reports of other testimony at FCC hearing last week see page 36

TAILORING DISTRIBUTION TO TV

Here's how Busch Bavarian beer has built new markets by making its distribution patterns fit its television coverage

It pays to sell—where you advertise. This sounds elementary but the logic behind this truism, nevertheless, can be elusive in this era of television. But Busch Bavarian Beer, a division of Anheuser-Busch Inc., St. Louis, has recognized that market distribution and market coverage via television are *inseparable*, and points to the following chronological highlights of its four-year experience in the popular-priced beer field:

- In the fall of 1955, Busch Bavarian was introduced in the traditional way of opening new markets, state by state, in Kansas, Missouri and Illinois. Each wholesaler in each state was provided with advertising originating within his area, covering both investments in printed media and on radio-tv. Sales built up slowly but gradually.
- Early in 1957, officials of Busch Bavarian and its agency, Gardner Adv., St. Louis, realized that this kind of local advertising could not deliver the greatest impact for each advertising dollar. Radio and tv, acknowledged as the most effective media for telling Busch Bavarian's story, did not confine themselves to geographical lines. They crossed wholesaler territories and state boundaries, and when the product's distribution did not follow the broadcast coverage, a portion of the company's advertising was dissipated.
- Officials of Busch Bavarian and Gardner realized then that the important consideration is not where the advertising originates; it is where the advertising goes. Accordingly the company changed its method of selecting areas for new distribution. It started in the spring of 1957 by opening—not states—but areas that can be most effectively covered by advertising without any regard for geographical boundaries.
- Television was selected as the primary advertising medium. Consequently, what Busch Bavarian now calls its "media coverage areas" are markets that are reached most effectively by tv emanating from the major population centers.
- Busch Bavarian is now in a total 52 "media coverage areas," comprising part or all of 14 states. The company uses all media, but about 75% of the introductory budget is allocated to radio-tv, and 85% of the continuing budget is earmarked for the air media. (The bulk is in tv, but the company declines to provide a breakdown.)
- The payoff: In 1958 Busch Bavarian doubled its output over 1957 and, in 1959, company executives claim, the output will double that of 1958 "to the point where our marketing success has exceeded our present production capacity."

Busch Bavarian's success story is a striking testimonial to the we-know-no-accepted-boundaries prowess of radio-tv. Its progress report tends to validate similar marketing theories advanced in recent months by Westinghouse Broadcasting Co.'s "Megatown," Corinthian Broadcasting's "Tele-urbia" and by various independent station operators. Busch Bavarian added one dramatic dimension: It re-shaped its distribution structure to conform to its television coverage.

Walter Reisinger, regional brands advertising manager for Anheuser-Busch and John Naylor, vice president and account supervisor for Gardner Adv., were interviewed by BROADCASTING in New York last week after Mr. Reisinger had revealed Busch Bavarian's business history before a meeting of the Television Bureau of Advertising.

Future Plans • "We don't know exactly how many markets we will eventually be in," Mr. Reisinger said, "but future expansion will be in areas where there is the greatest potential for a popular-priced beer."

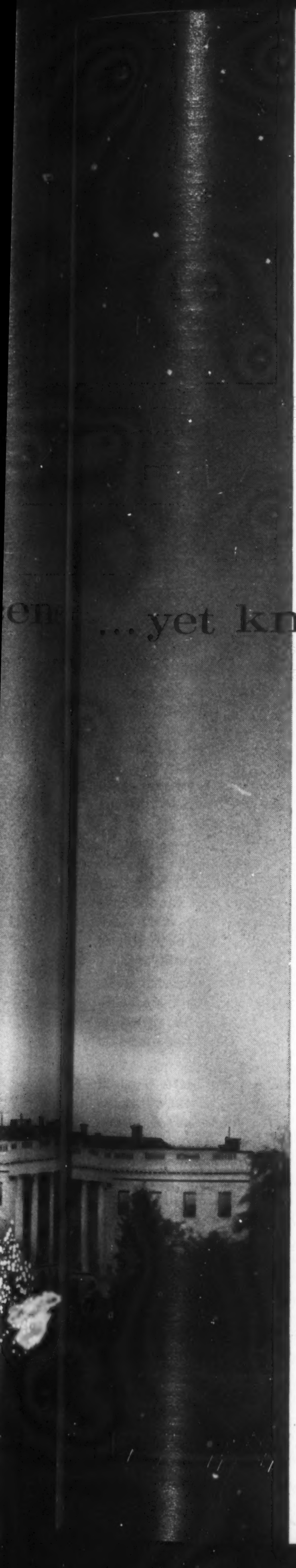
Busch Bavarian, he added, has mapped out more than 190 "media coverage areas," defined by tv signals. New markets will be selected on the basis of "greatest potential."

Mr. Reisinger explained that some areas are known to favor "premium" beers (like Chicago) and others (like New York) are deeply entrenched with popular-priced beers. It is likely that "premium" areas will not be candidates in Busch Bavarian's plans.

He noted that areas invaded by the company's beer to date have been those that traditionally are regarded as "popular-priced places." Among the areas in which the beer is marketed are St. Louis, Houston, Dallas-Fort Worth, Jacksonville and Tampa, Fla., Tulsa and Oklahoma City. The product is in the Mid-

Bavarian strategists • Walter Reisinger, regional brands advertising manager of Anheuser Busch (l), and John Naylor, vice president of Gardner agency and account supervisor on Busch Bavarian beer, study a Bavarian commercial. These two are key figures in the developments of the Bavarian strategy of patterning distribution after television coverage.

Famous on the local scen



The Christmas Tree at the White House . . . a symbol of peace and happiness across America.

...yet known throughout the nation

The Storer stations, both radio and television, extend to you their very best wishes for the Holiday Season, and pledge their continuing efforts to serve the interests of their individual communities. Though national in stature, Storer stations always will remain dedicated to the service of their local citizens.

Storer Broadcasting Company

Radio
Philadelphia, WIBG
Detroit, WJBK
Cleveland, WJW
Wheeling, WWVA
Toledo, WSPD
Miami, WGBS
Los Angeles, KPOP

Television
Detroit, WJBK-TV
Cleveland, WJW-TV
Atlanta, WAGA-TV
Milwaukee, WITI-TV
Toledo, WSPD-TV

you know where you're going with a STORER station west, South and Southwest.

Local Competition • The popular-priced beer field, Mr. Reisinger related, accounts for 80% of the total beer market. The company realizes that to compete effectively with more than 200 local brewers for their share of a relatively static market, Anheuser Busch needs a product with popular appeal as well as a strong marketing plan.

The company created Busch Bavarian, described as a light, Bavarian-type beer (in contrast with Budweiser, a premium product that is darker and tart). The copy theme, developed by Gardner Adv., was designed to project an image of "fun-loving, romantic Bavaria." Copy on radio and tv and in the printed media allude to the "cool, snow-covered mountains" of Bavaria, and describe the beer, for example, as "clear and bright as mountain air." But care is taken to discourage any notion that Busch Bavarian is imported.

Spot television is used largely in prime evening time, as well as participations in NBC-TV's regional coverage of major league baseball and basketball games. On radio the beer is promoted extensively on St. Louis Cardinal broadcasts on a regional network of 80 stations.

Bigger Expenditures • Busch Bavarian's investment in television has been a steadily growing one, but Mr. Reisinger declined to discuss expenditures. TvB compilations (based on TvB-Rorabaugh figures) show that Busch Bavarian spent $365,000 in 1956; $555,000 in 1957; $725,000 in 1958 and, predicted on its share of Anheuser-Busch's budget of about $3.6 million in 1959, should reach the $900,000 level this year.

Mr. Reisinger indicates strongly Bavarian Busch's future advertising approach when he discusses the social and economic shifts in this fluid society, and then says:

"Most important of all has been the growth of a new medium ideally structured to serve this huge universal American market. While we utilize all media in our advertising approach, we consider television our primary medium. . . . In fact, it is the key to our entire marketing concept."

How to buy rug ads

Department store buyers of floor coverings were counseled on how to use television last week by Louis Sirota of the retail sales department, Television Bureau of Advertising. Use tv weekly the year-around, coupled with saturation spot schedules, he told the buyers at an Associated Merchandising Corp. meeting Dec. 16. Tv should get at least 20% of the department's annual budget, he said.

MILITANT RADIO Will fight to guard progress—Sweeney

Radio will fight any charges against it that may ensue from current and future publicity emanating from federal probes.

Agency timebuyers can expect tighter broadcast control over both editorial material and advertising broadcast on stations.

Radio business can expect some stimulants in the year ahead. One of these is the Radio Advertising Bureau's "On Target" type of study that sets forth a "radio pattern" that advertisers can employ "to reach the known buyer of a commodity rather than just a listener of a certain generic type."

This late-1959 look at the sound medium comes from Kevin Sweeney, RAB president, who was the featured speaker last week at a Radio & Television Executives Society luncheon in New York.

Supports FCC • Mr. Sweeney urged that radio defend FCC, "which far from being the worst regulatory body in the government—as some of the Washington pundits have been asserting—is at least the equal and in some respects far better than the Washington regulatory bodies who regulate the airlines, the power companies, etc."

Mr. Sweeney deplored what he said was tv's failure in not defending itself "more aggressively." He reiterated that tv's problems are not related to radio ("we are not Siamese twins"), charged that little has been proved about radio's alleged misconduct and that newspapers have exaggerated current revelations beyond proportion.

As to tighter control over commercial content, Mr. Sweeney said:

"Broadcasters, both radio and television, are going to be super-critical of product claims and be even more alert than they have been to serving the public first and the advertiser second.

It's For Real • "The broadcasters know that the investigations are for real and that tremendous damage can be done to their position because even the slightest blunder is going to be magnified into something slightly worse than cannibalism by some headline-hunters."

As to radio's business: It has a momentum (both in network and in spot) going into 1960 that it's lacked up to now—"It should play some mighty pretty music on the cash register in the 1960's."

His reasons for a "banner decade" for radio in the 1960's:

- Set sales are skyrocketing, some 16 million radio sets will be sold in 1959, a new set for one out of every three U.S. households; as of now there are not enough new radios "to go around."
- Listening is climbing in "almost every time segment by any measurement that includes all sets." More hours are spent listening and by more people and households.
- Summer listening is ahead of tv in terms of adults reached during a 24-hour day. It was shown (by Sindlinger & Co.) that in the past summer radio dominated in this area for eight straight weeks as compared to only one week's supremacy in the summer of 1958.
- New radio studies, which as in RAB's "On Target" research, are targeting listeners and combining the time periods more scientifically to reach the people who buy the product advertised.

PRINT MEDIA NEXT? All advertising facing hazard, Cash asserts

"Collective action" by and "common standards" for all advertising were seen last week by Norman E. Cash, president of TvB, as the sensible approach to the problems besetting television and advertising generally.

Introducing the New York showing of TvB's latest large-screen presentation on the importance of (1) advertising and (2) television advertising, Mr. Cash also warned that television could, if it felt it had to, "expose" flagrant flaws in print media.

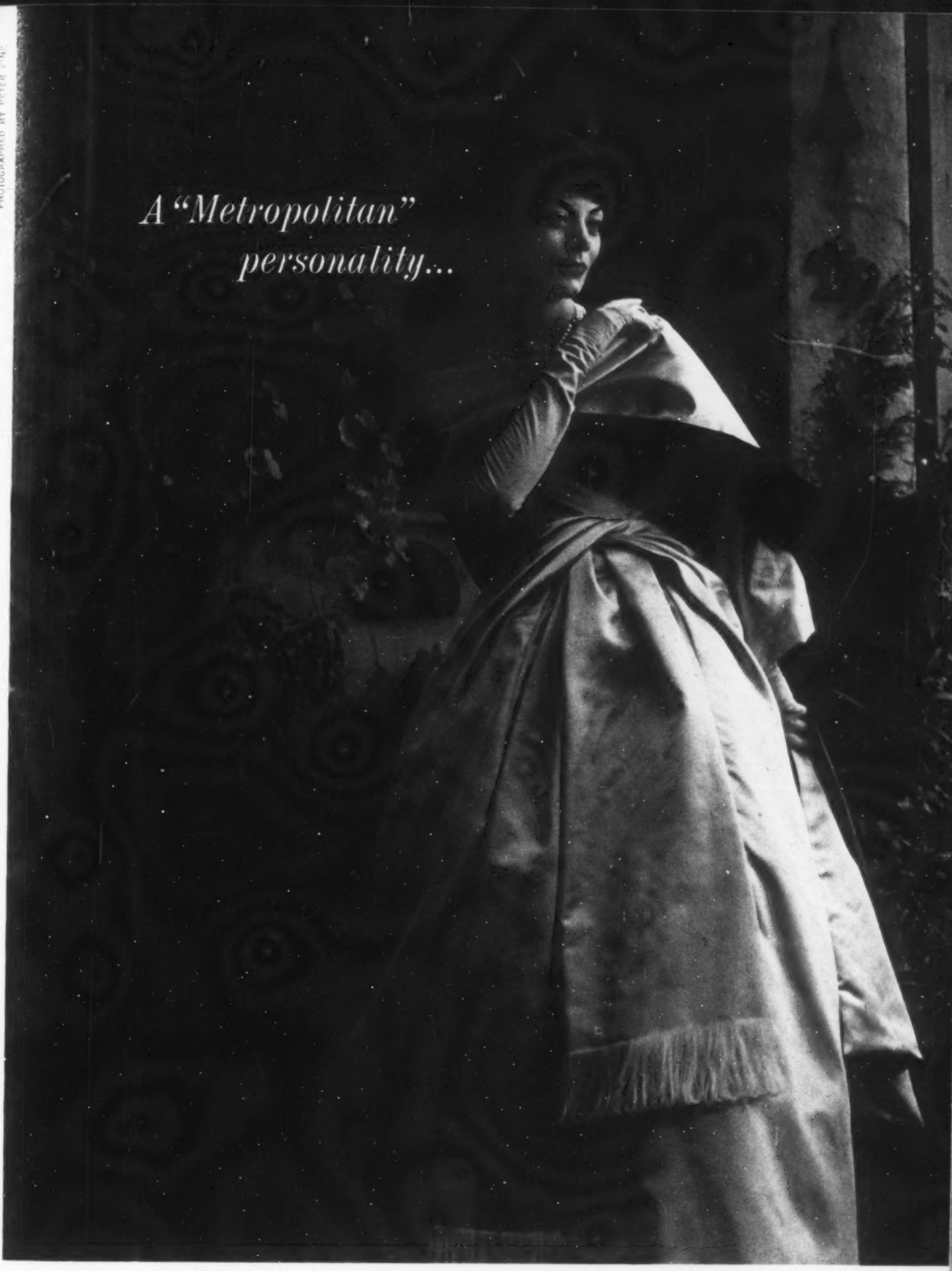
He said: "The time is rapidly approaching—in fact may already be here—when all media and advertisers will have to act in unison for the common good of advertising itself. Such a suggestion would have been deemed ridiculous a few short months ago.

"But in view of the concerted efforts now taking place to discredit advertising as a whole, print media as well as broadcasting may soon be forced to form a common front.

"If there are any doubters, I suggest only that you read the recent stories which relate the problems of various advertisers who use print as well as broadcast media. Yes, all advertising is under attack and, perhaps, only through collective action will all advertising be able to face the situation. We are, in fact, one industry—advertising. I submit that we, therefore, should have common standards.

"Television, as the leading national advertising medium—as it has been for the past five years—I hope will continue to deserve this leadership."

Some 1,600 advertisers, agency and media people were on hand for the New York showing of the new presentation Wednesday morning at the Waldorf-Astoria.



PHOTOGRAPHED BY PETER FINK

Always stimulating, clearly stylish, and naturally designed to attract attention and approval from an ever-growing circle of admirers—like each of our outstanding stations... a "Metropolitan" personality.

METROPOLITAN BROADCASTING CORPORATION

205 East 67th Street, New York 21, New York

WNEW-TV New York

WNEW AM-FM New York

WHK AM-FM Cleveland

WTTG-TV Washington, D.C.

Mother India builds for the Diesel Age

Since 1949, India has pushed a widespread railroad improvement program.

Old track has been relaid, new track added. Modern equipment has been purchased . . . diesel locomotives . . . rolling stock. And service has been greatly improved.

As a result, India has grown industrially. In the period between 1951 and 1959, freight traffic on Indian railroads has increased some 40% . . . from 98 million tons to about 138 million tons. And estimates indicate an even greater growth in the near future.

All of which means that India has recognized the railroads for what they are — the backbone of a modern, growing industrial society.

* * *

In the United States, by contrast, public policies tend to ignore this basic truth.

Here, the government appears indifferent to the strength and stability of the railroads, while it promotes and encourages the railroads' competition.

Railroads are burdened with over-regulation and discriminatory taxation — while their competition uses highways, waterways and airways built and maintained by the government.

* * *

The railroads ask no special favors. All they ask is the equality of treatment and opportunity fundamental to the American concept of free enterprise. Granted this, the public would then be *assured* of the efficient, low-cost rail service which a dynamic economy and national defense demand.

ASSOCIATION OF
AMERICAN RAILROADS
WASHINGTON 6, D. C.

KENT TOPS 3RD QUARTER BILLING

Tv spending report shows network gains both day and night

More gross dollars were spent in network television on behalf of P. Lorillard's Kent cigarettes than for any other brand name product in the third quarter of this year.

Kent had an investment of $2,664,817 in gross time charges for the quarter. P. Lorillard Co. placed in the No. 7 ranking both in the top 25 list of network advertisers for the quarter and for the month of September.

The gross time billing for the quarterly period and for September was released last week by Television Bureau of Advertising. Compilations are by Leading National Advertisers and Broadcast Advertisers Reports.

P & G Billing • Procter & Gamble is now placing gross time billing in television on what would appear to be a near 50-50 network and spot basis. This leading advertiser in television put almost $11.9 million in network and about $11.2 in spot in the third quarter. Second in the top 25 advertisers for the quarter was Lever Bros. with nearly $9.5 million in network ($3.1 million in spot).

Another top brand advertiser in network tv is Anacin Tablets, No. 2 with over $2.8 million in the third quarter, obviously reflecting its sponsorship of special public affairs coverage of Soviet Premier Khrushchev's visit in the U.S.

Two benchmarks were noted by TvB:

- In the first nine months, daytime network tv gross time purchases increased 26.1% over the like period of 1958 and nighttime was up 4.2%.
- In product classifications, food product spending in the nine months was up more than $4 million; smoking materials more than $13 million; gasoline-fuels more than $4 million; drugs nearly $13 million.

ESTIMATED EXPENDITURES OF
NETWORK TELEVISION ADVERTISERS
BY PRODUCT CLASSIFICATION

	September 1959	3rd Quarter 1959	Jan.-Sept. 1959	Jan.-Sept. 1958
Agriculture & Farming	$ 158,157	$ 254,607	$ 1,302,747	$ 51,347
Apparel, Footwear & Accessories	474,516	925,298	3,750,255	3,787,017
Automotive, Automotive Accessories & Equipment	3,106,978	9,377,757	32,450,804	39,681,540
Beer, Wine	749,411	1,969,427	4,729,968	4,729,381
Building Materials, Equipment & Fixtures	370,520	579,700	2,155,691	1,588,456
Confectionery & Soft Drinks	944,666	2,218,034	8,421,656	6,439,981
Consumer Services	145,986	528,117	2,218,056	2,120,904
Drugs & Remedies	5,623,231	16,841,149	52,306,203	39,615,661
Entertainment & Amusement	35,240	40,722	295,623	249,989
Food & Food Products	7,734,418	25,033,171	82,588,483	78,400,729
Freight, Industrial & Agricultural Development	—	—	235,587	—
Gasoline, Lubricants & Other Fuels	1,322,883	3,779,653	5,966,801	1,843,908
Horticulture	9,592	9,592	249,608	1,007,774
Household Equipment & Supplies	2,273,524	7,878,577	22,839,409	17,012,750
Household Furnishings	401,055	934,538	2,725,689	2,429,783
Industrial Materials	2,027,749	4,924,232	15,347,965	13,028,910
Insurance	810,477	2,277,636	7,411,023	5,196,608
Jewelry, Optical Goods & Cameras	649,208	1,529,528	8,312,137	7,416,394
Office Equipment, Stationery & Writing Supplies	344,983	955,314	2,916,483	4,983,407
Political	—	—	—	84,024
Publishing & Media	5,261	5,261	5,261	827,833
Radios, Television Sets, Phonographs, Musical Instruments & Accessories	602,850	783,563	3,684,937	5,740,503
Smoking Materials	5,996,132	18,537,518	56,464,858	43,342,205
Soaps, Cleansers & Polishes	5,622,386	16,372,579	50,170,626	46,020,828
Sporting Goods & Toys	110,740	319,680	1,577,894	957,442
Toiletries & Toilet Goods	7,901,376	24,018,752	76,013,859	73,441,962
Travel, Hotels & Resorts	55,596	55,596	770,658	1,909,791
Miscellaneous	699,524	2,212,129	6,101,063	6,207,513
TOTAL	$48,176,459	$142,362,130	$451,013,344	$408,116,640

LNA-BAR: Gross Time Costs Only

NETWORK TELEVISION GROSS TIME BILLINGS BY DAY PARTS

	SEPTEMBER			JANUARY - SEPTEMBER		
	1958	1959	Percent Change	1958	1959	Percent Change
Daytime	$12,805,318	$15,384,651	+ 20.1	$117,257,502	$147,820,975	+ 26.1
Mon.-Tues.	11,124,530	13,274,004	+ 19.3	100,429,445	126,769,984	+ 26.2
Sat.-Sun.	1,680,788	2,110,647	+ 25.6	16,828,057	21,050,991	+ 25.1
Nighttime	29,611,872	32,791,808	+ 10.7	290,859,138	303,192,369	+ 4.2
TOTAL	$42,417,190	$48,176,459	+ 13.6	$408,116,640	$451,013,344	+ 10.5

LNA-BAR: Gross Time Costs Only

ESTIMATED EXPENDITURES
TV TOP 25 COMPANIES
THIRD QUARTER 1959

Procter & Gamble Co.	1	$11,899,344
Lever Brothers Co.	2	9,499,662
American Home Products Corp.	3	6,858,593
Colgate-Palmolive Co.	4	5,290,490
General Foods Corp.	5	4,337,056
R.J. Reynolds Tobacco Co.	6	4,269,515
P. Lorillard Co.	7	3,820,693
Gillette Co.	8	3,578,822
General Motors Corp.	9	3,319,225
Bristol-Myers Co.	10	3,218,075
General Mills Inc.	11	3,096,035
Texaco Inc.	12	2,872,978
Ford Motor Co.	13	2,734,475
Sterling Drug Inc.	14	2,700,512
Liggett & Myers Tobacco Co.	15	2,614,086
Pharmaceuticals Inc.	16	2,554,033
Brown & Williamson Tobacco Corp.	17	2,078,963
Philip Morris Inc.	18	2,075,403
Miles Laboratories Inc.	19	1,862,197
American Tobacco Co.	20	1,813,431
National Biscuit Co.	21	1,634,363
National Dairy Products Corp.	22	1,627,204
Chrysler Corp.	23	1,625,426
S.C. Johnson & Son Inc.	24	1,574,771
Bayuk Cigars Inc.	25	1,566,363

ESTIMATED EXPENDITURES
TOP 25 NETWORK BRAND ADVERTISERS
THIRD-QUARTER 1959

Kent Cigarettes	1	$2,664,817
Anacin Tablets	2	2,284,856
Dristan	3	1,873,039
Winston Cigarettes	4	1,592,989
Phillies Cigars	5	1,566,363
Ford Passenger Cars	6	1,507,142
Tide	7	1,467,636
Viceroy Cigarettes	8	1,446,730
Colgate Regular & Aerosol Dental Cream	9	1,444,071
Camel Cigarettes	10	1,414,256
Dodge Passenger Cars	11	1,348,685
Salem Cigarettes	12	1,262,270
Gleem Regular & Aerosol Toothpaste	13	1,253,822
Bufferin	14	1,245,857
Chevrolet Passenger Cars	15	1,211,996
L&M Filter Tip Cigarettes	16	1,148,093
Texaco, Inc. General Promotion	17	1,130,496
Gillette Razors & Blades	18	1,083,648
Bayer Aspirin Tablets	19	1,081,025
Alka Seltzer	20	1,075,464
Mr. Clean All Purpose Cleaner	21	1,008,790
Handy Andy Liquid Household Cleaner	22	993,321
Prudential Insurance	23	975,156
Geritol	24	894,130
Chesterfield Cigarettes	25	887,356

LNA-BAR: Gross Time Costs Only

ESTIMATED EXPENDITURES
LEADING COMPANIES IN NETWORK
TELEVISION ADVERTISING
SEPTEMBER 1959

1.	Procter & Gamble Co.	$4,037,756
2.	Lever Brothers Co.	2,778,073
3.	American Home Products Corp.	2,223,740
4.	Colgate-Palmolive Co.	1,718,586
5.	R.J. Reynolds Tobacco Co.	1,372,548
6.	General Foods Corp.	1,328,822
7.	P. Lorillard Co.	1,203,373
8.	General Motors Corp.	1,153,035
9.	Bristol-Myers Co.	1,048,543
10.	Gillette Co.	1,007,088
11.	Pharmaceuticals Inc	975,990
12.	Philip Morris Inc.	974,287
13.	Texaco Inc.	973,976
14.	General Mills Inc.	933,999
15.	Sterling Drug Inc.	862,218

LNA-BAR: Gross Time Costs Only

IMN-PACT

WITH THE

Inter Mountain Network

PRODUCT-MEDIA-AGENCY
THE IDEAL COMBINATION
●
A Great Advertising Agency
Fletcher Richards, Calkins and Holden, Inc.
Buys A Great Advertising Medium
(INTERMOUNTAIN NETWORK)
To Sell
"WHEN I SAY COFFEE, I MEAN FOLGER'S"
for
FOLGER COFFEE CO.

YOU too will get the GREATEST SALES results when you use—
Intermountain Network

The Nation's Most Successful Regional Network
HEADQUARTERS • SALT LAKE CITY • DENVER
Contact Your Avery Knodel Man

Auditioning talent by vtr

One of the chores that must be handled before an agency gets around to shooting a commercial is that of auditioning talent. For a non-New York agency which plans to do the actual production in New York, this can mean an extra trip to town to pick and choose among the many models available. Or at least, that's been the case.

But no longer, if the new operation started by Videotape Productions of New York comes into vogue. That company now offers to cast the talent for out-of-town agencies, audition them and ship tape back to the agencies for their decision.

The first "tapecasting" auditions by Videotape Productions were shot Dec. 10 for, appropriately enough, Minnesota Minning & Mfg. Co. (which, among other things, makes tape for tv). The commercials being planned are for that company's Thermo-Fax copying machine, handled through Erwin Wasey, Ruthrauff & Ryan, St. Paul. Taping for the actual commercials will take place Dec. 28-29 in New York after a decision on the models has been made in St. Paul by Howard Bergh, advertising manager for 3M's graphic products group, and EWR&R's Scott Benton, account executive; James Hansen, copy chief, and Clarence Zaccardi, executive art director.

Cast & Credits • The casting auditioning operation at Videotape Productions is directed by Marge Kerr, former Young & Rubicam casting director and now president of her own agent organization, People & Productions Inc. The Dec. 10 session was supervised by John Lanigan, vice president-general manager of Videotape Productions, and directed by Bob Bleyer. Miss Kerr ran 20 models through their auditions before the cameras, 13 men and 7 women trying out for various performer and announcer roles in the Thermo-Fax commercial.

Videotape Productions has another idea in mind, too. Besides audiitoning for specific commercials, the company is compiling a file of taped auditions that agencies can draw on for specific needs. For example, when the file grows more comprehensive, an agency should be able to ask for and get taped examples of a dozen "35-year-old architects," ten "21-year-old brides" or assorted "middle-aged housewives."

B&W's Life cigarettes answer FTC complaint

Despite the Federal Trade Commission's complaint of false advertising for Brown & Williamson Tobacco Co.'s Life cigarettes (AT DEADLINE, Dec. 14), the commercials remained on the air last week unchanged. FTC's complaint was filed against the cigarette manufacturer, agency Ted Bates & Co., and for the first time in recent years, against an account executive—David Loomis, a Bates vice president.

In answer to FTC's charges that the newspaper, magazine, radio and tv advertising for Life cigarettes falsely represents U.S. government endorsement of the brand, as well as its objections to a demonstration of filter effectiveness, Brown & Williamson last Monday (Dec. 14) issued a statement, which said in part:

"The Federal Trade Commission claims that our advertising implies government sanction. This is not true. Our figures on the tar and nicotine delivery of the new Life cigarettes were submitted to the FTC at the commission's own request and our advertising simply states that such figures were filed . . . We claim, and believe we have the right to claim, that the Life millecel filter has greater absorptive capacity than other filters and the demonstration illustrates that fact."

The complaint can be contested at an FTC hearing. If the charges are eventually upheld Life's current advertising would be ordered to change. The agency withheld any comment last week.

Siesel named head of agency league

Alfred J. Siesel, president of Harold J. Siesel Co., New York advertising agency, is new president of the League of Advertising Agencies. He was elected Dec. 15 to succeed Ben M. Reiss of Friend-Reiss Adv. Others on the incoming slate: Theodore J. Bernstein, Atlantic Bernstein Assoc., William G. Seidenbaum of agency bearing his name, and Lester Loeb of Byrde, Richard & Pound, presidents; Ysobel Sandler, who heads an agency under her name, secretary, and Leonard E. Janklow, president of the Dobbs Adv. Co., treasurer.

Elected to board of governors: Arthur Bandman, Arthur Bandman Adv.; Ben B. Bliss of firm bearing his name; Hy

STATION LEADERSHIP IS A THREE-WAY STREET

One test of station leadership is the ability to create, produce and broadcast diversified and successful local programs. The popularity of KLZ-TV's locally-produced programs and personalities is a matter of record.

This leadership in the area of local programming along with the dominance of CBS in Network programming plus a continuing presentation of the finest syndicated features assures advertisers a greater share of audience in quality and quantity, on KLZ-TV, Channel 7.

Highest rated Network Show—GUNSMOKE	47.0
Highest rated Syndicated Show—FLIGHT	29.9
Highest rated Sunday News (10 PM) (Local)	20.9
Highest rated News (10 PM) Mon.-Fri. (local)	19.6
Highest rated Weather (10:10 PM) Mon.-Fri. (Local)	17.0
Highest rated Sports (10:20 PM) Mon.-Fri. (Local)	13.8
Highest rated Remote PANORAMA (Local)	13.5
Highest rated Daytime News (Local)	11.8
Highest rated Network Daytime News	11.4
Highest rated Agricultural Show• WEEK-END GARDENER (Local)	•10.0
Highest rated Interview Show ON THE SPOT (Local)	9.2

•Nielsen—October-November '59

SYNDICATED LEADERSHIP
LOCAL LEADERSHIP
NETWORK LEADERSHIP

CBS TELEVISION DENVER

KLZ 7

Represented by the Katz Agency

Blumberg, Blumberg & Clarich; Charles B. Ford, Iversen-Ford Assoc.; Jack Gilbert, Jack Gilbert Assoc.; David J. Mendelshon of agency under his name; Mel Mohr of Mohr & Eicoff; Larry Schwartz, Wexton Co.; Max Sinowitz, Chelsea Adv.; Joseph I. Sonnenreich, agency of same name; Leonard Stein of firm bearing his name, and Arthur E. Sudler, Sudler & Hennessey. All are New York agency principals.

Reynolds, Gillette top Nielsen Radio Index

R.J. Reynolds held onto its network radio lead in the Nielsen Top 20 for the month ended Nov. 8 in home broadcasts but Gillette broadcast more commercial minutes. Electric Auto-Lite climbed from the bottom of the list in September to number two place in both homes and minutes this time. Renault, unaffected by the steel crisis, took over third place in network radio. American cars further down the list were Chevrolet, American Motors and Oldsmobile.

The Top 20:

HOME BROADCASTS

Rank	Advertiser	No. of B'dcsts	Total Home B'dcsts Delivered (000)
1	R. J. Reynolds Tobacco	313	120,767
2	Electric Auto-Lite Co.	164	104,691
3	Renault Inc.	162	103,503
4	Church & Dwight Inc.	196	98,316
5	Ex-Lax Inc.	150	79,766
6	Bristol-Myers Co.	104	75,958
7	Grove Div.-Bristol-Myers	126	69,043
8	Sylvania Electric Prods.	92	54,004
9	Cal. Packing Corp.	81	53,608
10	Campbell Soup Co.	64	52,471
11	Chevrolet-(G.M.)	106	46,627
12	Niagara Therapy Mfg.	56	46,238
13	Longines-Wittnauer	105	46,144
14	American Motors	143	44,166
15	Quaker Oats Co.	61	34,915
16	General Foods Corp.	81	34,770
17	Hudson Vitamin Products	134	32,976
18	Florists Telegraph Assn.	47	30,909
19	CBS Electronics-CBS Inc.	46	29,079
20	Whitehall-Amer. Home Prod.	44	29,075

COMMERCIAL MINUTES

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1	Gillette Safety Razor	60	78,655
2	Electric Auto-Lite Co.	124	73,534
3	Renault Inc.	122	72,225
4	Church & Dwight Inc.	158	71,337
5	R. J. Reynolds Tobacco	197	69,550
6	Bristol-Myers Co.	83	60,840
7	Grove Div.-Bristol-Myers	119	60,668
8	Ex-Lax Inc.	99	51,627
9	Niagara Therapy Mfg.	62	48,877
10	Chevrolet-(G.M.)	99	47,433
11	American Motors	150	39,620
12	Cal. Packing Corp.	61	37,721
13	Sylvania Electric Prods.	69	37,301
14	Oldsmobile-(G.M.)	43	36,699
15	Wm. Wrigley Jr. Co.	60	36,498
16	A. E. Staley Mfg. Co.	69	31,523
17	Hudson Vitamin Products	127	30,339
18	Longines-Wittnauer	75	29,486
19	Whitehall-Amer. Home Prod.	46	29,214
20	Quaker Oats Co.	45	26,420

Ranked by Total Home Broadcasts Delivered and by Total Commercial Minutes Delivered for Individual Advertisers by All Programs and Participation on all Radio Networks Used.
Copyright 1959 by A.C. Nielsen Co.

THE PARTY'S OVER

Revlon seeks new weekly hour show

From quiz to "quality" hasn't solved Revlon's tv troubles.

Revlon's trouble started with adverse publicity from past association with two CBS-TV quiz shows, *The $64,000 Question* and *The $64,000 Challenge.* One of these quiz programs catapulted Revlon's cosmetic sales at retail drug and toiletries counters across the nation.

The quiz scandals in Washington caught Revlon in a whirlpool of charges and counter charges.

Revlon's new trouble concerns its current network television show—*The Big Party*—15 ninety-minute shows spread over the season in the Thursday period that's filled every other week by CBS-TV's *Playhouse 90.*

Weekly Show Sought • Revlon's ratings on the shows haven't been up to the advertiser's expectations. Consequently Revlon will drop *Party* early next year. Meanwhile, Revlon is looking for another show. Talked about last week: Plans to work out a full-hour weekly variety series on CBS-TV.

Party's downfall came coincidentally with the disclosure that F. Kenneth Beirn has resigned as vice president and advertising director of Revlon (see p. 70).

Revlon had established what it had called a "centralization of authority" on program control of *The Big Party.* The shots were called by a triumverate: Mr. Beirn; Revlon President, Charles Revson and Mort Green, former writer on the *Perry Como Show,* who last June became Revlon director of tv and radio (BROADCASTING, May 4).

The idea was to emphasize a well-written show. To accomplish this Easy Aces Inc. was hired. This is writer Goodman Ace's organization, which also had been associated with Mr. Como's show. Revlon has notified Mr. Ace that his contract will end Feb. 25. An earlier termination date might be worked out, however. Revlon's view of *The Big Party's* failure to capture audience and ratings: It's not on the air regularly (since the buy was for 15 shows, there have been instances when the break between two presentations has been three weeks). Warwick & Legler is the Revlon agency.

Local radio's role

Radio Adv. Bureau, New York, in releasing last week a 48-state analysis prepared by Standard Rate and Data Service Inc., noted there now are 838 communities with no daily newspaper but which have at least one radio station licensed to them. Local radio therefore remains the one major advertising medium available on a daily basis to the thousands of retailers based in these towns, RAB said. According to SRDS, in 1953 there were 395 communities with radio stations but no daily paper and by 1956 the number had risen to 625. Currently, Texas with 65 such communities leads the nation.

P&G to drop 'Wichita'

In an unusual notice, Procter & Gamble last week announced more than three months in advance that it would drop *Wichita Town* and probably its time slot (NBC-TV, Wed. 10:30-11 p.m.) effective March 30, 1960.

While P&G has tolled the bell on the program and time slot, it's possible, according to Benton & Bowles, the P&G agency on the show, that the advertiser may retain the half hour should it come up with the right program.

P&G's reason for dropping the show was not the program but because of its audience composition. Viewers are predominantly male and P&G would prefer a female audience since the show advertises such products as Crest, Prell, Tide and Zest. The program is produced by Mirisch Co.

• Business briefly

Times sales

Mystery specials • Dow Chemical Co., Midland, Mich., will sponsor a series of mystery classic specials titled *The Dow Hour of Great Mysteries* on NBC-TV. First of the series will be seen March 31 (9-10 p.m. EST), the second on April 24 and the third later next spring. Produced by Robert Saudek Assoc., New York, the series will have Boston attorney Joseph N. Welch as host. Drama consultant will be Walter Kerr, critic, playwright and author. Agency: MacManus, John & Adams Inc., Bloomfield Hills, Mich.

Showcasing • Purex Corp. Ltd., South Gate, Calif., signed for five full-hour programs and one-half of two of the *Sunday Showcase* series on NBC-TV during the last half of the 1959-60 season. Purchase includes *Call Me Back,* starring Art Carney, on Jan. 16 (9:30-10:30 p.m. EST); *Project 20* series for Feb. 19 and April 22, both 8:30-9:30 p.m.; an original drama scheduled for March 27 (8-9 p.m.), and a repeat of another *Sunday Showcase* series on June 12.

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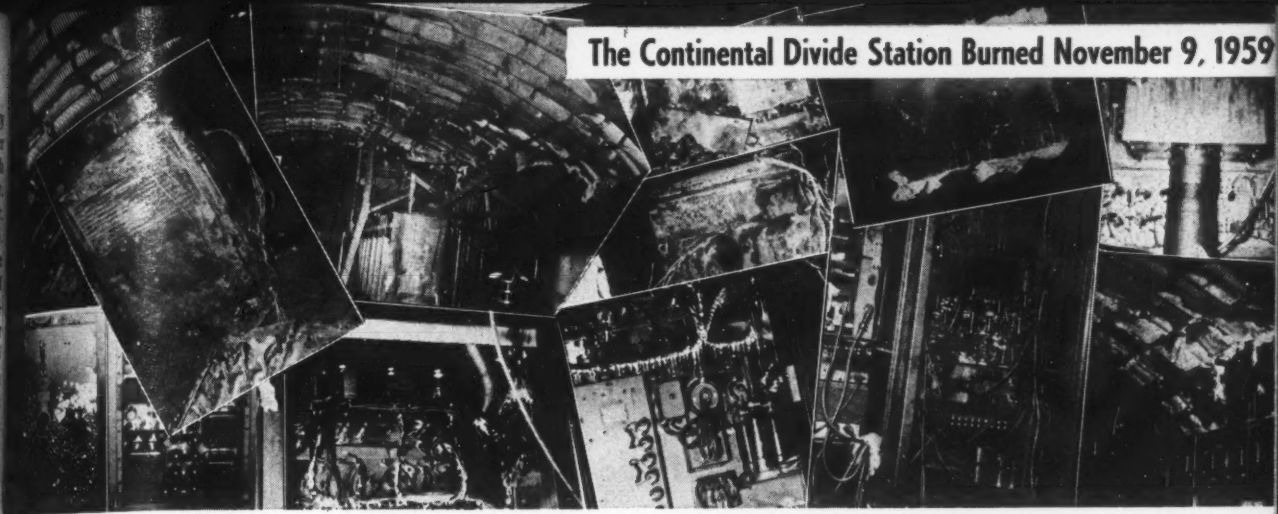


The Continental Divide Station Burned November 9, 1959

In the Public Interest, Convenience and Necessity and with the help of General Sarnoff and his R C A Boys, XL - TV is back on the air with a complete new installation so Rural Montana and Idaho may have a television signal free for all the people.

The NEW Continental Divide Station—December 9, 1959

A Broadcasting Service Dedicated to the Public Interest, Convenience and Necessity – not to private interest and convenience for a few.

The Continental Divide Station

KXLF-TV 4

BUTTE, MONTANA

Elevation 8,250 feet

Affiliated with:

KXLJ TV 12 — Helena
KXLF Radio — Butte
KXLJ Radio — Helena
KXLK Radio — Great Falls
KXXL Radio — Bozeman
KXLL Radio — Missoula

(8-9 p.m.). Also included will be one-half of two-part dramatization of the Sacco-Vanzetti story on May 22 and 29 (8-9 p.m.). Agency: Edward H. Weiss & Co., L.A.

Air-borne • Air France, New York, will begin an advertising campaign next month, including spot radio in selected markets, to announce the start of trans-Atlantic jet flights on Jan. 25. Agency: BBDO, N.Y.

Saturday at the races • Union Oil Co., L.A., for fifth successive year, will sponsor *Saturday Feature Race* from Santa Anita in Arcadia, Calif., for 11 weeks starting Dec. 26, at 4-4:30 p.m., on a 24-station CTPN hookup. Erwin Wasey, Ruthrauff & Ryan, L.A., placed the tv regional network business.

Agency appointments

- Chattanooga Medicine Co., Chattanooga, Tenn., has appointed Street & Finney Inc., New York, to handle broadcast and print advertising for a new product called Pamprin. The agency declined to identify the product's function.

- Dodge New York Retail Assn., composed of Dodge auto dealers throughout the New York metropolitan area, appoints Cole, Fischer & Rogow Inc., N.Y., as agency, replacing Wexton Adv., effective immediately Budget is expected to be about $1 million and though media plans have not been determined, substantial spot radio-tv is expected to be used.

- Dinner-Ready Corp. (Dinner-Redy frozen meat manufacturer-distributor), N.Y., appoints Kenyon & Eckhardt, N.Y., as its agency effective Jan. 1. Dinner-Ready was acquired by Lever Bros. which also has Spry, Praise and Handy Andy products handled by K&E.

- Columbia Records, N.Y., names Benton & Bowles, N.Y., as its new agency to handle Columbia and Epic labels. Billings are estimated variously at $1.8 million to more than $2 million. Columbia account was at B&B until it moved to McCann-Erickson in 1956. CBS-TV earlier this year moved its advertising account from McCann-Erickson to BBDO.

- Pharmaceutical Div. of Borden Special Products Co., New York, last week appointed the Wexton Adv. Agency, New York, to handle consumer advertising for Marcelle cosmetics, it was announced by William Gordon, advertising manager. Edward Greenberg, Wexton vice president, is account supervisor. Media plans have not been announced.

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week Dec. 9-15 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Wed., Dec. 9	Once Upon a Christmas Time (7:30 p.m.)	NBC-TV	25.9
Thur., Dec. 10	Christmas at the Circus (7:30 p.m.)	CBS-TV	28.5
Fri. Dec. 11	Bob Hope (8:30 p.m.)	NBC-TV	27.3
Sat., Dec. 12	Gunsmoke (10 p.m.)	CBS-TV	38.3
Sun., Dec. 13	Wizard of Oz (6 p.m.)	CBS-TV	32.1
Mon., Dec. 14	Danny Thomas (9 p.m.)	CBS-TV	26.9
Tue., Dec. 15	Red Skelton (9:30 p.m.)	CBS-TV	23.0

Copyright 1959 American Research Bureau

• Also in advertising

Triple alliance • Three advertising agencies have formed a coast-to-coast alliance to expand representation and services for their clients. They are Boylhart, Lovett & Dean, L.A.; Persons Adv., N.Y. and Persons-Beauchamp Adv., Houston. Boylhart, Lovett & Dean also maintains an office in Washington, D.C.

Canadian service • BBDO, which opened an office in Toronto in 1956, has strengthened its Canadian facilities with an office in Montreal, Que., the agency's 17th regional office. Address: 1010 St. Catherine St. W., zone 2. The new office is headed by Colin J. Smith, former assistant manager for Brigden's Ltd., Montreal. Pierre Pelletier, former manager of the French department of MacLaren Adv. Ltd., Toronto, is director of French services. Michael Hicks, vice president and managing director for BBDO in Canada, is in charge of both the Montreal and Toronto offices.

Agency merger • The Philadelphia advertising firms of Robinson, Adleman & Montgomery and Neville & Ronald have merged. The new agency will be called Neville, Adleman & Montgomery. John Neville was elected president and Robert Adleman named chairman of the board. The firm, which handles marketing, advertising and public relations accounts, will have offices at 2016 Walnut St., Philadelphia 3.

Changing name • Foulke agency, Minneapolis, founded in 1939 by Robert W. Foulke, now board chairman, is changing its name to Gould, Brown & Bickett, according to Eugene H. Gould, president. There will be no changes in personnel and offices remain in Rand Tower.

Ad film festival • Eight categories of tv commercials will be honored at this year's International Advertising Film Festival in Venice, Italy, June 13-17, instead of the five categories given awards last year. Groups are: live action, 15-45 seconds, over 45 seconds; cartoons, (same time divisions); animation (same time divisions); live action series over 15 seconds, and animation series over 15 seconds. All inquiries about the festival should be addressed to Director, International Advertising Film Festival, 15 Berkeley St., London, W. 1, England.

New quarters • Rogers & Collins Inc., Baltimore advertising agency, has moved to 2502 N. Calvert St., that city. The agency will occupy two floors with expanded facilities for every department.

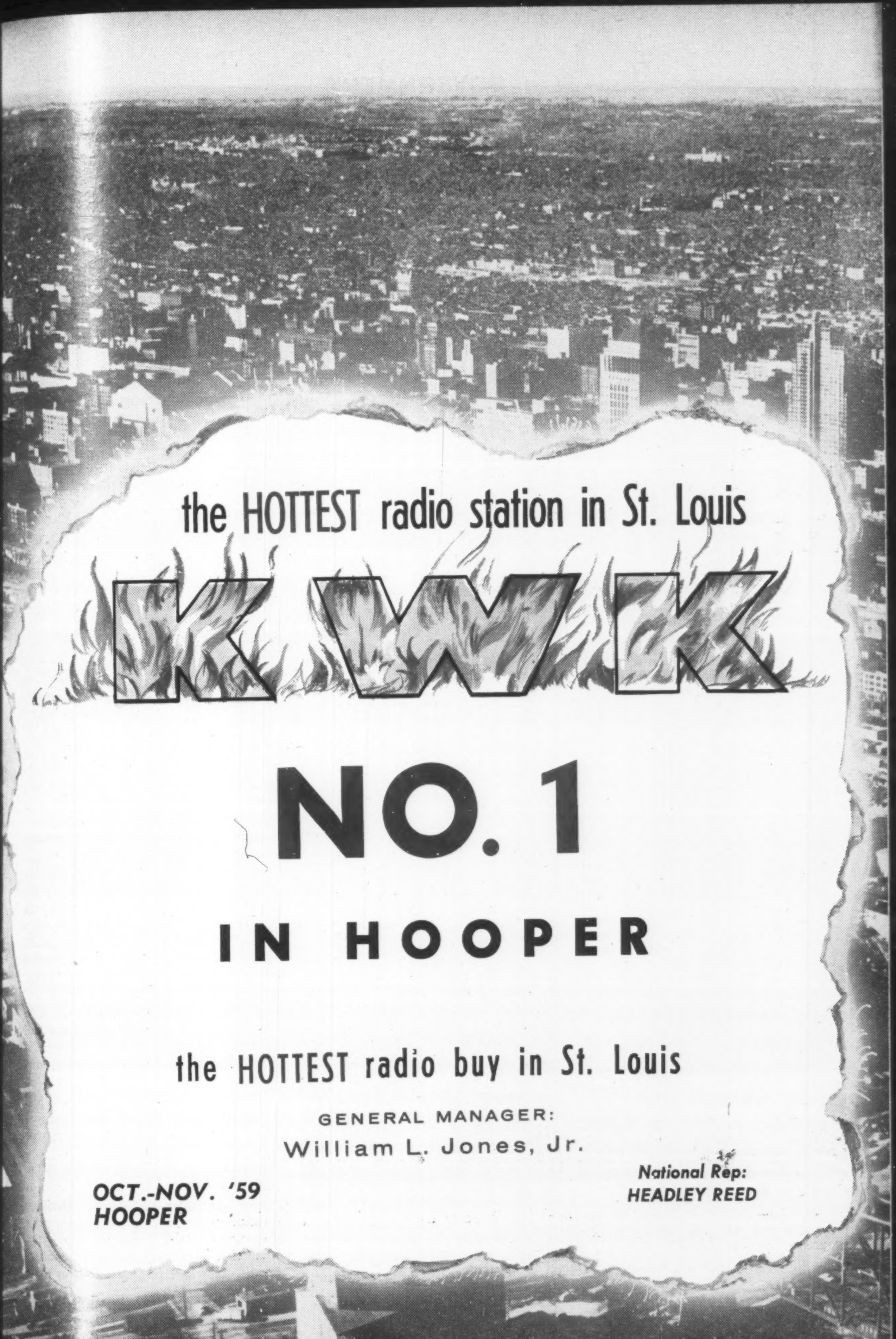
Portland out • Compton Adv. Inc., New York, will close its branch office in Portland, Ore., on March 1, 1960. Barton A. Cummings, agency president, said operational demands there were lighter than anticipated and that Compton's offices in San Francisco and Los Angeles were sufficient to service Compton's national accounts on the West Coast.

Miles' football plan rejected by Big 10

Bowing to the dictates of the National Collegiate Athletic Assn., the Big 10 conference has temporarily rejected the $3 million sports package proposed by Wade Adv. Agency for Miles Labs.

Western Conference faculty members and athletic directors accepted the recommendation of its tv group that action be deferred on the offer until after the NCAA national convention and hearings early next year. The 26-week package of football and other sports events had been devised by Lester Malitz, New York sports tv promoter, for the 1960-61 season (BROADCASTING, Dec. 14).

The offer was rejected officially by William Reed, assistant Big 10 commissioner, in a telegram to Miles Labs. The major stumbling block, he acknowledged, is NCAA as the "governing" body. He told Miles and Wade that the conference is simply "not at this time in a position" to accept the proposal and expressed hope it would still be good at a later date.



the HOTTEST radio station in St. Louis

KWK

NO. 1

IN HOOPER

the HOTTEST radio buy in St. Louis

GENERAL MANAGER:
William L. Jones, Jr.

OCT.-NOV. '59
HOOPER

National Rep:
HEADLEY REED

FCC INQUIRY HEARS ROPER DATA

Testimony from others ranges full list of cure-all theories

The FCC completed the second round of its hearing into the ills of radio and tv last week and something new, after six days of parallel suggestions for curing the patient, was offered on Thursday and Friday.

Public opinion poller Elmo Roper, testifying on a survey taken for the Tv Information Office, told the commissioners that while the public does not condone recent industry disclosures, John Q. Citizen still has faith in radio and tv (see story, page 19).

The next day (Friday), Tv Code Chairman Donald McGannon and Joseph Hartenbower, chairman of the code's personal product advertising, outlined steps taken by the industry toward an effective self-regulation (AT DEADLINE, page 9). Another Friday witness was E.W. Scripps for Sigma Delta Chi.

Generally, the testimony and recommendations of other witnesses parroted those made during the first week of the hearing (BROADCASTING, Dec. 14). Broadcasting should face the competition of a government network, some suggested. Others thought the media are public utilities with all profits over a reasonable return mandated to the government. Strict programming control along the Blue Book lines, advisory committees, divorcement of advertising from programming content and specified publice service time were recommendations repeatedly made.

In many instances, the commissioners were openly critical of suggested steps the FCC should or should not take. Chairman John C. Doerfer several times cited the Communications Act and Supreme Court decision regarding censorship and the public utility concept.

The first charge against a specific station during the hearings was levelled against WHB Kansas City by a minister from that city (see story page 45).

Following last Friday's sessions, the hearing adjourned until Jan. 5 with industry spokesman due to testify. A majority of the testimony the past two weeks has come from clergymen, civic leaders, educators and educational broadcasters. A resume of last week's testimony follows:

CHAIRMAN
JOHN C. DOERFER

Links with FCC • Pauline Weeden (r), Links Inc., speaks with Chairman Doerfer during lull in the FCC hearing last week. The head of the Negro women's group claimed that Negro radio stations feature "quack religious and charlatan programs." She maintained that not a single Negro is employed by the networks as an announcer, reporter, regular entertainer or speaker.

John Fischer, Editor, 'Harper's Magazine' • Mr. Fischer said that profits are the all-important criteria in radio-tv programming and that under this condition, it is surprising that there are so many good shows. Several industry executives have told him, Mr. Fischer said, that they would welcome a clear set of ground rules from the Commission.

He said the Commission could convince stations it means business by revoking the licenses of a couple of flagrant offenders. "Many people in the industry now feel that they are operating completely in the dark," he said, in urging the FCC to revive the Blue Book.

Requirements of the Blue Book would not constitute censorship, he maintained. He charged that broadcasting already is operating under the stiffest kind of censorship—that exerted by advertisers. Mr. Fischer also made the following recommendations:

Limit stations "to say, a dozen murders an evening", require them to devote 20% of their prime time to public service programming, and limit commercials to five minutes of each 30 minute period.

Hold local hearings on renewal applications with the FCC accepting and considering competing applications.

Amend the Communications Act to specify that broadcasting is a common carrier monopoly.

Charge licensees a rental fee or royalty for the privilege of using the spectrum. The government should set a reasonable return allowable "say 6%" and all income over that should go to the government to be used for a non-commercial network and larger FCC staff and salaries.

Establish a public interest broadcast commission to produce educational and culture shows, with the commercial networks required to air such programs in prime time.

The commissioners questioned Mr. Fischer closely on his recommendations, with Comr. Doerfer citing provisions of the Communications Act and Supreme Court decisions counter to the witnesses views.

Eric Larrabee, American Heritage Publishing Co. • The former *Harper's* magazine radio-tv reviewer told the FCC that networks should be encouraged to take sole responsibility for their

Channel fee • John Fischer, *Harper's* magazine, suggested FCC should charge a rental fee for channels. He recommended stations should be required to devote 20% of prime time to public service programs.

Fears laws • Ralph Renick (WTVJ [TV] Miami), chairman of the Radio-Tv News Directors Assn., voiced the fear that hysteria over scandals would lead to new laws imposing restriction on news presentations.

programs, and be licensed. "The time is coming," he said, "when sponsors must relinquish their hold on programming." Mr. Larrabee said that sponsors should be concerned only with their commercials "and the amount of people watching their show."

The editor said that the tv industry is "filled with people who can do much better than they do but don't because too many people are telling them what to do." He cited an example of a sponsor demanding the removal from a script of a competitive product and called it "childish." "You can't mention the hangman if you're not sponsored by a rope company," he said.

Mr. Larrabee endorsed the proposal of John Fischer of *Harper's* (see above) that the FCC should charge rental for channels allocated. He also suggested further areas of study by the FCC: innovation of picture quality and size in the home; the use of a wall screen approximately the size of home movie screens; quick, reliable and impartial statistics on audience measurement, (audience ratings, he asserted are regarded with varying degrees of belief and sponsors should pay for the number viewing); increase in the number of channels the Commission has allocated.

Watson Davis, Science Service • Mr. Davis told the FCC that there was need for more public service programming and improved program content. He said that educational possibilities of tv had "barely been tapped." He asserted that there should be a "full scale attempt" to present science to the public on tv and that "spotty presentation through news is simply not enough." Children's programming, he said, "is by and large a poor affair at best, and horrible at its worst." Tv, he suggested, should operate not only as an entertainment medium, "but as a prime source of information."

William Ernest Hocking, Harvard • On the subject of sponsors controlling program content, Prof. Hocking said in a statement placed in the record: ". . . The system of grading programs by 'ratings' of popularity must be recognized as . . . a fallacy. The reading of these ratings as a justification for second-rate stuff since they show that 'this is what the public wants' fails to note that the advertising interests have so chosen the bait . . . as to ensure its animal attraction and thus to exclude any consideration of alternatives by the consumer. Under these circumstances the pretense that the consumer is registering a choice is essentially dishonest and its success as salesmanship must be temporary."

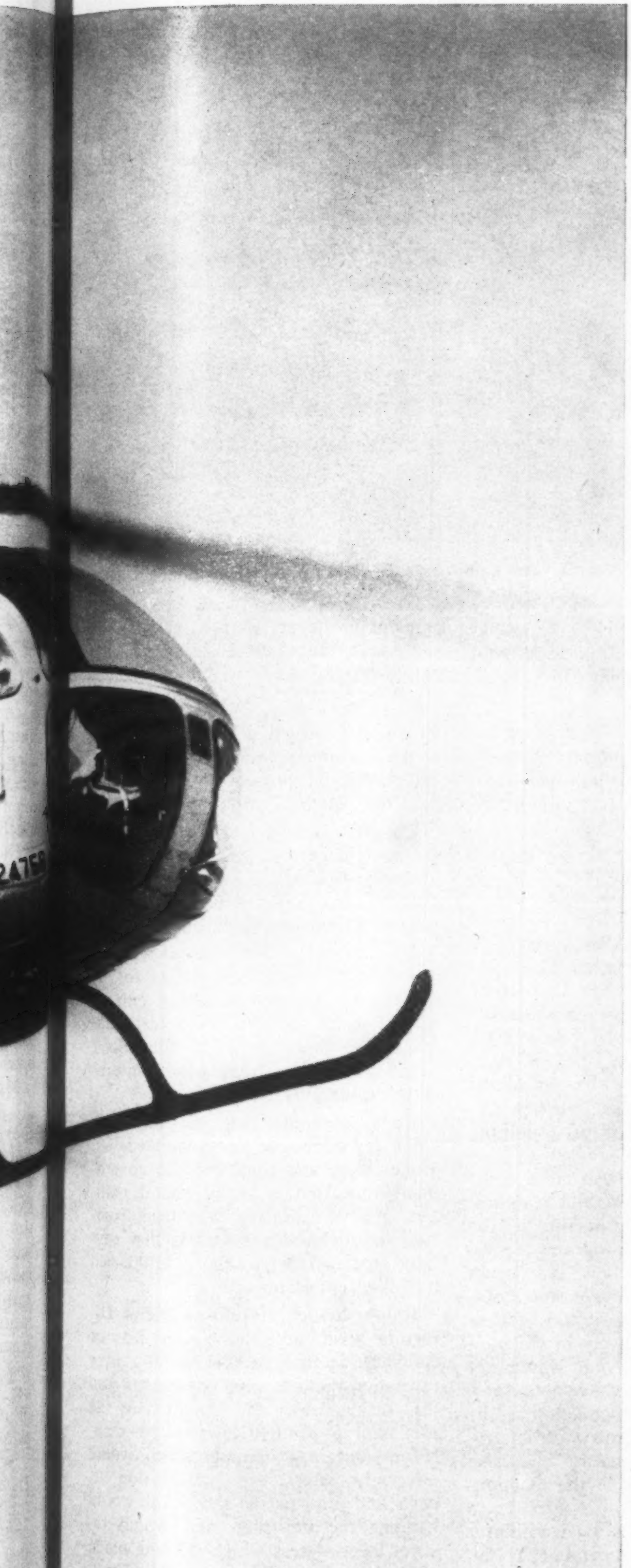
Better fare • Harry Skornia, National Assn. of Educational Broadcasters, asked FCC for more public service prime time programs.

Reinhold Niebuhr, Union Theological Seminary • Mr. Niebuhr, in a statement submitted for the record, submitted the three-point plan: (1) Stop the advertiser from exerting influence over programming. (2) Legislate control over length, frequency and quality of commercials. (3) Introduce rules whereby minority groups among viewers and listeners would have to be programmed to as well as the masses.

Jonathan Daniels, editor, 'Raleigh (N. C.) News & Observer' • Mr. Daniels likened tv's problems with those that once "plagued the press. . . . And are never far away from newsrooms even now." In reference to advertiser-media relations, the editor remarked on the "puff, piffle and pandering which not many years ago was almost standard in the American press."

While realizing that it has not wholly disappeared now, Mr. Daniels said that newspapers have "learned some things in dealing with both their own content and their advertisers which the new media [broadcasting] still have to learn.

WGN·POLICE
N2475



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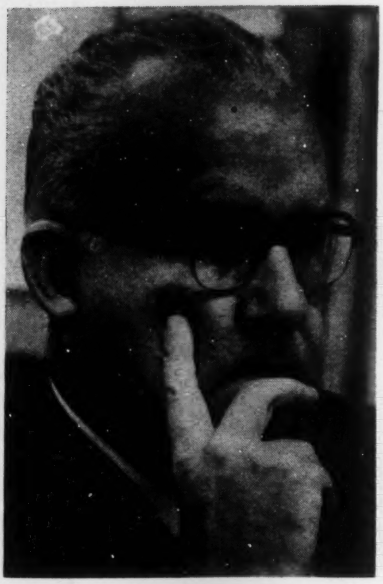
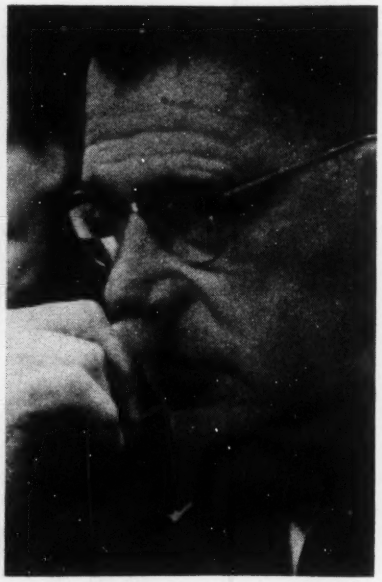
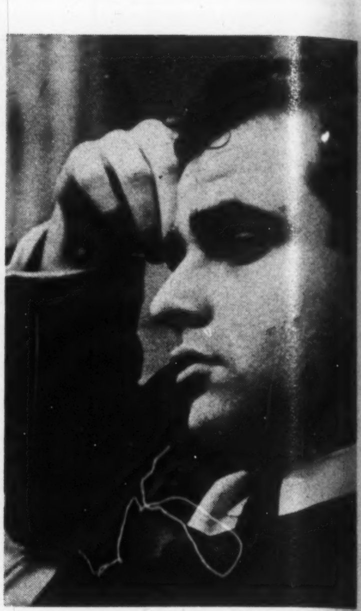


Overhaul • Dr. Stanley Stuber, Council of Churches of Kansas City, urged an overhaul of FCC to give it power over network, station programs.



Fourth network • Prof. Robert Gessner, New York U., called for "stimulating, independent" fourth television network, government supported.



New vistas • Erwin Frankel, independent producer, charged that Madison Ave.'s door is closed to new, imaginative programs.

Mr. Daniels said that broadcasters "must find a way to put solid rules between their programs and their advertising." His statement was not delivered in person but was made a part of the record.

Dr. Walter W. Eshelman, president, National Education Assn. • Speaking for 1.3 million classroom teachers, Dr. Eshelman advocated that prime evening time on all networks and stations should be allocated to public service programming "as compensation for the use of the airwaves." He said this could be worked out with existing legislation but would require a new "toughness" on the part of the Commission.

The FCC should spell out in each renewal just what in the way of public service programming a station must accomplish, the NEA president said. He had high praise for many programs offered by the networks in the past but thought there has not been enough of such shows.

Dr. Eshelman urged the FCC to give "top priority" to educational tv applicants in cities which already have two or more services. He also appealed for educational radio assignments on the 23 clear channels the FCC proposes to duplicate.

NEA joined several other witnesses in urging activation of the Blue Book. "We are of the opinion that the Commission has not promoted these sound Blue Book principles vigorously enough in the discharge of its own responsibilities," Dr. Eshelman said.

Prof. Elmer E. Smead, Dartmouth College • Dr. Smead urged the FCC to regulate programming. "You have no choice," he said. The entire history of the Commission, affirms the FCC's right to regulate, and it is "under an affirmative duty to do so."

The senior professor of government gave the FCC a historical examination of congressional committee and court actions in regard to FCC activities in regulating programs. "As early as 1931," Dr. Smead argued, "the U.S. Court of Appeals for the District of Columbia sustained a Commission decision denying renewal of a license on the ground of program offenses. . . . Since then, this Court has sustained many FCC decisions denying new applications for licenses on programming grounds."

Prof. Smead said that the court adopted "a very narrow and technical definition" toward censorship. If the FCC would require programs to be submitted for its inspection "that would be censorship." If, however, the Commission would revoke a license because programs in the past "were in violation of the public interest, *that* would not be censorship."

The witness recommended that the FCC "re-issue a statement of its traditional program standards." He also suggested two changes in the Communications Act that would (1) be a statement of the FCC's legal authority in program regulation and (2) "an authorization of new procedures short of the death sentence."

Dr. Stanley I. Stuber, Council of Churches of Greater Kansas City • Dr. Stuber, general secretary of the minister's group, urged a general overhaul of the Communications Act to give the FCC "specific powers over both station and network programming."

The Baptist minister also took advantage of the hearing to enter a formal protest against a nighttime program carried by WHB Kansas City for alleged statements made about him.

Dr. Stuber charged the present act is "glaringly weak" and called for its revision to "protect American citizens against slander or libel and actual defamation of character." The Blue Book would provide a strong basis for program regulations, he said.

It is apparent that the industry's voluntary codes are being violated, Dr. Stuber said, and therefore the government must step in to "protect the citizens against those few who would corrupt the air waves, believing that anything goes as long as the program can be called entertainment. . . ."

Ralph Renick, Radio-Tv News Directors Assn. • "Frankly, the fear of RTNDA is that in the hysteria over revelations about quiz contestants and disc jockeys, that the Congress or the FCC will invoke new laws and/or regulations on programming which would adversely affect the presentation of news and information shows and would hamper the newsmen and would restrict the progress which is being made toward more and better news shows, documentaries and, most recently, editorials," Mr. Renick told the Commission.

Mr. Renick, board chairman of

MVT TELEVISIO
CBS NEWS

FIRST FLYING MOBILE VIDEO TAPE UNIT...

now covering President Eisenhower's European tour

MVT TELEVISION announces the first flying mobile video tape unit is now being used by CBS News to cover the President's tour through Europe and Asia. The aircraft was developed exclusively for mobile video tape operation and the following of events as they happen. The plane has its own power source, kitchen and accommodations for twenty persons, including crew.

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John Cosgrove
Joanne Cowan
Ken Cowan
[illegible]
Dave [illegible]
George [illegible]
George Darlington
Jacqueline Eagle
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[illegible] Fitzgerald
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Patricia Funk
Frank Gentile
Dave Glickman
Paul Hagen
Gladys Hall
Christine Harageones
John Hanner
Sid Hix
Harold Hopkins
Ed James
Leo Janes
Doris Kelly
Barbara Kolar
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Warren Middleton
Irv Miller
James Montagnes
Dawson Nail
Mal Oettinger
John Osbon
Marilyn Peizer
Bruce Robertson
Eleanor Schadi
Ed Sellers
Harry Stevens
Virginia Stricker
Betty Taishoff
Larry Taishoff
Hy Tash
Jim Thomas
Deanna Trollinger
Don West
[illegible]
[illegible] Wolf
Sol Taishoff

Broadcasting

RTNDA and vice president of WTVJ (TV) Miami, said that it "would be extremely dangerous" to impose restrictive laws and regulations on the gathering of news. He pointed out the association has its own ethical code and a special committee "which remains alert to any violations."

Radio-tv news programming is becoming increasingly important because of the decline in the number of competing daily newspapers, he said. And, he added, sponsored public service shows command more attention, larger production budgets and bigger audiences than sustaining programs.

In answering commissioners' questions, Mr. Renick said that he had no opinion on the proposal to license networks and opposed any legislation compelling licensees to devote a certain number of hours at a certain time to public service programming.

Pauline S. Weeden, Links Inc. • Speaking as president of the civic organization of Negro women, Mrs. Weeden hit the offerings of some 400 stations which program for Negroes. "Generally, these programs are an affront to the public at the lowest and are little more than primitive stereotype offerings," she charged.

Negro programming features "quack religious and charlatan programs . . . bait advertising . . . base and suggestive songs," she said. "These are conditions we cannot reconcile as being in the public interest. Our concern is how does the Commission evaluate the poor and destructive out-pourings on the public air, and on what basis do you renew licenses to continue broadcasting this horrible material?"

Mrs. Weeden asked the Commission to "act promptly and make a definite decision as guardians of the public interest to eliminate the practice of excluding Negroes in network broadcasting." She maintained that not a single Negro is employed by any network as an announcer, news reporter, sports reporter, regular entertainer, religious or educational speaker.

Prof. Robert Gessner, New York U. • "I recommend a review and appraisal of the most flagrant abusers of broadcast licenses," the educator said, adding, "not on the basis of program content (which would be censorship) but on a statistical evaluation of public service programming in proportion to sponsored shows."

Mr. Gessner suggested that stations which do not conform to this proportion should have their licenses revoked, if only for as short a period as 24 hours. Comr. Robert E. Lee noted the Commission is empowered only to either renew a license for the full three years or revoke it completely. The commissioner asked Mr. Gessner if there might not be a question of depriving the public if the FCC suspended stations. The witness replied that if the station was derelict enough in its public service programming to warrant revocation, it wouldn't be missed from the community.

Pair splits FCC

Although it had been reported by an authoritative FCC source that songwriter Gloria Parker and politician Lar Daly would be among the witnesses in the FCC hearing last week, neither appeared as expected. Their failure to testify may have been because of a split among the commissioners.

FCC Chairman John C. Doerfer questioned whether Miss Parker and Mr. Daly could offer anything which would be of benefit to the Commission in its inquiry. Other commissioners felt that as members of the public they have every right to have their say. Miss Parker, at the time the hearing was first announced, notified the press that she would appear and Mr. Daly had asked for an opportunity to testify. Both have been controversial figures in their own endeavors and outspoken critics of the networks.

As the hearing adjourned last week until after the holidays, the question of calling the two still had not been resolved.

The professor's second suggestion was for a federally-supported fourth network. He cited the public-run BBC in England as having "stimulated independent tv [there], and vice versa," as a reason for creating a competing network. Finances for the fourth network project, Mr. Gessner proposed, would come from instituting a fee for station licenses.

Comr. Doerfer challenged the statement that BBC and ITV have provided stimulating competition. The witness replied that during a few weeks in England he had seen "audacious" programs about such social problems as homosexuality and contraception.

Harold E. Younkman, Madison County (Ohio) Public Schools • Mr. Younkman suggested that audiences of radio and tv participate actively in developing programs. "Postive suggestions coming from some million of intelligent . . . viewers could have a very salutary effect on program planning," he said. "This would contribute to a more effective functioning of democracy, make for superior programs and the development of mature minds."

The supervisor of Madison County pupil personnel also reported on a symposium on mass communication conducted last year by the American Psychological Assn. Advertising, he said, was the major concern of the symposium.

Rabbi Maurice N. Eisendrath, Union of American Hebrew Congregations • The rabbi said he isn't impressed with statements that the Commission must avoid control of tv programming because it would mean censorship. He said that "we already have censorship in television" from the sponsor. Rabbi Eisendrath's main proposal was for a government-sponsored tv network "to supplement our existing networks and to provide, as a public service, educational and cultural programming . . ."

Savas Kambouris, Greek American Progressive Assn. • In a letter filed for the record, Mr. Kambouris said that there are programs that are not in good taste and tend toward excessive violence to the detriment of our youth. "GAPA also deplores the recent scandals of radio-tv participants but does appreciate the action taken by the networks and the NAB to correct the difficulties," he said.

The Greek Orthodoxy also asked the Commission to require the networks to provide it with equal time to that "now given Catholic, Protestant and Jewish faiths." Mr. Kambouris said GAPA has "repeatedly written" the networks requesting equal status without success.

Dr. Carl McIntire, American Council of Christian Churches • Dr. McIntire appealed to the FCC to look into alleged discriminatory practices against minority religious groups by stations and networks. As an example of "censorship," the witness cited a talk on the Tower of Babel by one of his colleagues that was not broadcast because the network involved said it sounded like a criticism of the United Nations.

Answering a question from Comr. Lee about advertisers on the ACCC's programs (broadcast by 62 stations, five days a week), Dr. McIntire said they are not sponsored and that he doesn't think religious broadcasts should be underwritten by soap advertisers, etc.

Comr. Bartley was interested in whether the council solicited contributions in its broadcasts. When told by ACCC's spokesman that it does, the commissioner asked him if he thought this fun-soliciting might not discourage stations from carrying the council's programs. Dr. McIntire replied that asking for donations shouldn't give offense if done respectfully.

Chmn. Doerfer asked the witness if he was an advocate of a public-run network competing with a private network.

PLAYBACK FROM THE FORTIES

Two former FCC members of strong regulatory dispositions feel that the present Commission is failing to keep broadcast programming up to the public service standards set out in the Communications Act. They are James Lawrence Fly, communications attorney (chairman, Sept. 1, 1939-Nov. 13, 1944) and Clifford J. Durr, attorney, (FCC member, Nov. 1, 1941-June 30, 1948).

The two participated in discussions conducted by the Fund for the Republic and its Center for the Study of Democratic Institutions (CLOSED CIRCUIT, Dec. 7). Text of the discussions was made available Dec. 21. In all, more than a dozen persons took part, including Benedict P. Cottone, attorney and former FCC general counsel; FCC Comr. Rosel H. Hyde, and Raymond F. Kohn, WFMZ(FM) Allentown, Pa.

In a foreword, the center explains its published document, "Broadcasting and Government Regulation in a Free Society," is an edited version of the discussion at two meetings. The center is described as a nonprofit enterprise promoting principles of individual liberty.

Constitution Is Old Hat • Mr. Fly set the discussion pace by observing that "all society has outrun the Constitution . . . it's the job of society to channel itself formally into those principles." Mr. Durr added the nation has changed from a group of independent farmers, noting, "we have become pretty much a nation of hired men rather than of independents."

And then such topics as free speech, public-service programming, network influence over affiliates, licensing, renewals, allocations, the famed 1946 Blue Book, field activities and other FCC activities were kicked around by the panel participants. Mr. Fly, for example, envisioned "a duty on the part of the broadcasting industry, which lives and generally grows fat upon the public airwaves, to implement the principle of free speech."

MR. FLY

MR. DURR

Every few paragraphs the line of discussion veered into the purported failure of the Commission to do its job, with frequent reference to the reluctance to kick a station off the air. "The spectre of the government's moving in on responsible broadcasters is a will-o'-the-wisp," Mr. Fly commented. He added that a radio or tv license "has as much permanence as a free simple deed to the Empire State Bldg."

Mr. Durr referred to the pressures on Congress and the influence of advertisers on broadcasters. He asked, "How do you regulate a medium which is itself a molder of public opinion and which can mold the opinion of Congress as well?"

The Censorship Cry • Emphasizing the need for FCC insistence on balanced programming, Mr. Cottone said broadcasters and the NAB "have resisted any interference in programming by the FCC," crying censorship if program-balance formulas are suggested.

Comr. Hyde explained the legal and budgetary limits under which the FCC functions. He suggested the FCC should put less emphasis on programming categories in its examinations and show more interest in what a licensee is doing in developing new ideas and exercising his imagination. He stressed the lack of funds for field examinations and hearings. He described experience at the Budget Bureau this way, "We apply for what we think we need, justify it with meticulous supporting material, and end up with a percentage cut which is not scientific or realistic in any sense."

Dr. McIntire replied in the negative and stated that the rules the independent English tv system operate under would preclude his group, for one, from any broadcasts.

Harry Skornia, National Assn. of Educational Broadcasters • "I believe that education deserves standard am frequencies . . . just as it has them though (not to any real 'most favored status') in fm and tv," the NAEB spokesman stated. He said that educational radio-tv "deserve better microwave channels than the inferior ones (above 10,000 mc) that the FCC now proposes to allocate for the establishment of what we have so long dreamed of: live, interconnected educational radio-tv networks or an alternative service available to the entire nation."

Mr. Skornia averred that NAEB would like to see far greater firmness on the Commission's part in insisting on the establishment and enforcement of unambiguous program standards. To a commissioner's question about how these standards would be enforced the witness said NAB should be empowered to not only decide *how* a bra should be sold on tv, but *if* it should be sold at all.

A suggestion from Mr. Skornia that public affairs tv programs be put on in prime time prompted FCC attorney Ashbrook Bryant to remind the witness that shows of this nature wouldn't get good ratings if in competition with westerns and variety programs. To which Mr. Skornia replied that an industry-wide approach is needed if public service programming is to be telecast in the evening. The attorney asked if the NAEB spokesman was suggesting a compulsory time across the board for public affairs shows? Mr. Skornia said: "I think it would be an excellent idea."

Erwin Frankel, Independent Producer • Mr. Frankel, who heads his own production firm, charged that those who try to open new programming vistas in radio-tv face an insurmountable task. Describing one of his own radio shows, he said: "I couldn't sell the new program without proper ratings—achieved only after a fair period of time on a good station. I couldn't get the program on-the-air over such a station without committed sponsorship."

He said that the "big blue pencil of Madison Avenue hovering over an acquiescent broadcast industry . . . is the biggest censor combined to ever emasculate a great American medium." The censorship that now exists is a censorship of omission, he stated.

The 24-year-old producer recommended that the Commission should forbid interference of advertisers with program content and should require stations and networks to allot a portion of their prime evening time to sustaining public service programming.

Rabbi Philip Hiat, New York Board of Rabbis Inc. • By its very nature, Rabbi Hiat said, tv has assumed a role of leadership in mass communications. Broadcasters must have complete responsibility over programming and the FCC should take steps to spell out for stations and network this responsibility, he said.

Further, the board's director of public affairs pointed out, the Commission should work with the industry in establishing an overall code and should make it compulsory. He maintained the repitition of the same-type, low-grade programming can lower the moral and religious character of children.

SMEAR ALLEGED

Minister versus WHB; FCC hears complaint

Testifying in the FCC radio-tv hearing last week, Dr. Stanley I. Stuber of the Council of Churches of Greater Kansas City, charged that WHB in that city is conducting a "smear campaign" against "a Protestant clergyman recently elected chairman of the Interfaith Committee for Civic Action."

During his testimony he did not name the clergyman but later identified the person smeared as himself. He charged that he has been called "criminal, anti-Catholic, subversive and un-American" on WHB's late *Night Beat* program. The program puts on the air the voices and comments of listeners who telephone the station.

"This type of programming lends itself to many kinds of abuses," Dr. Stuber charged. "It provides an open forum which is altogether too open for the public good." The program's m.c. (not named by Dr. Stuber but later identified by WHB as Lee Vogel) ". . . appears to encourage personal accusations," he said. "There is apparently no attempt whatsoever to check on the facts or to control the accusations."

WHB is giving the public "the distinct impression . . . that this Protestant clergyman is, without question, a communist," the Baptist miniser charged.

"Where else would such a defamation of character be allowed?" he asked. "Certainly not in the press; nor in magazines or books, or even from the pulpit."

Dr. Stuber said his interfaith committee has charged that members of the city council are not operating according to the law and that it is "working on" the local government. This action, he said, brought on the statements aired by WHB.

WHB has refused to accept any responsibility for the program, Dr. Stuber said, in answer to his complaints. He said he has been offered time on *Night Beat* but has not accepted because of the type of program, the way it is handled, and the unfair treatment given those who oppose the m.c.

A spokesman for WHB, owned by Todd Storz, refused to comment on the charges last week. He said any comment would have to come from George W. Armstrong, executive vice president and general manager, and that he did not know where Mr. Armstrong was.

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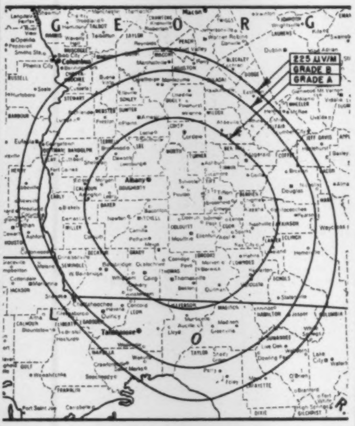

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NO PAYOLA IN RCA'S FUTURE

Record company reaches agreement with FTC

Acting almost as fast as the life of a new rock 'n' roll record, RCA and the Federal Trade Commission last week agreed to a consent judgment in the field of payola.

The consent agreement was in settlement of the FTC complaint filed earlier this month against RCA and other record companies and record distributors for their alleged practice of paying disc jockeys to play their records (BROADCASTING, Dec. 7).

The consent judgment was officially accepted by the FTC on Dec. 15. It was considered one of the fastest actions on an FTC complaint in recent years.

The agreement does not constitute an admission by RCA that it has violated any law.

RCA agreed to give up the practice of paying disc jockeys and others in radio and tv stations for playing RCA records on the air—unless the listening public is told that the station, or one of its employes, has been paid for so doing.

This "public disclosure" provision is considered to involve a hidden implication that may rise to plague broadcasters.

Public Disclosure • The consent judgment states that the questioned practice of payola is all right if public disclosure is made to the public. Here is how this provision is defined:

"There shall be 'public disclosure' within the meaning of this order, by any employe of a radio or television broadcasting station, or any other person, who selects or participates in the selection and broadcasting of a record when he shall disclose, or cause to have disclosed, to the listening public at the time the record is played, that his selection and broadcasting of such record are in consideration for compensation of some nature, directly or indirectly, received by him or his employers."

It was pointed out, however, that this provision is binding solely on RCA. The trick is, it was explained, that if RCA pays someone to play a record over the air, this must be announced.

From a practical standpoint, it was emphasized, this virtually precludes payola at all—since no one in his right mind is going to announce that he has been paid to play a particular record on the air.

The ban on payola, it was explained at the FTC, does not apply to "common business courtesies," such as free records, dinners, drinks, etc. It only applies, it was emphasized, to substantial payment or consideration.

FTC spokesmen refused to confirm or deny that there were other consent judgments in the works.

There are two other record companies to whom the complaint was directed: London Records, New York, and Bernard Lowe Inc. (Cameo label), Philadelphia. Also named in the complaint were five Philadelphia record distributors and one in Cleveland.

RCA Statement • RCA issued the following statement after the consent judgment was announced:

"We welcome this action because we firmly believe that these steps, taken to assure the highest standards for the record industry, are in the best interests of the public, the artists, record distributors and retailers, and the industry.

"If questionable practices are stamped out, the entire industry will be on a firm basis and in a position to make even greater contributions to the cultural standards of America."

FTC Chairman Earl W. Kintner hailed the agreement:

"Speaking as chairman, I wish to commend both RCA and its counsel and the Commission's Bureau of Litigation for negotiating an effective consent order in so short a time. This quick response to a situation questioned by the Federal Trade Commission is definitely in the public interest, for these matters should be resolved fairly and as quickly as possible."

Payola deadlines

In a letter sent to Harold E. Fellows, NAB president, FCC Chairman John C. Doerfer last week granted broadcasters an extension of time to Feb. 5, 1960, in answering question one of the FCC "payola information letter," while upholding the Jan. 4, 1960, deadline for answering question two.

Mr. Fellows had requested time extensions to both questions in the FCC letter announced Dec. 3 which had been sent to all am, fm and tv stations. Question one asked "what matter, if any, has been broadcast by any of your stations for which service, money . . . or other valuable consideration has been directly or indirectly paid . . ."

Question two requested stations to inform the FCC as to "procedures or methods of control" they have instituted as payola safeguards. (For complete text of Chmn. Doerfer's letter, see page 89).

WHY TELEVISION TAPE ENGINEERS AND PRODUCTION MEN CHOOSE THE AMPEX CONSOLE

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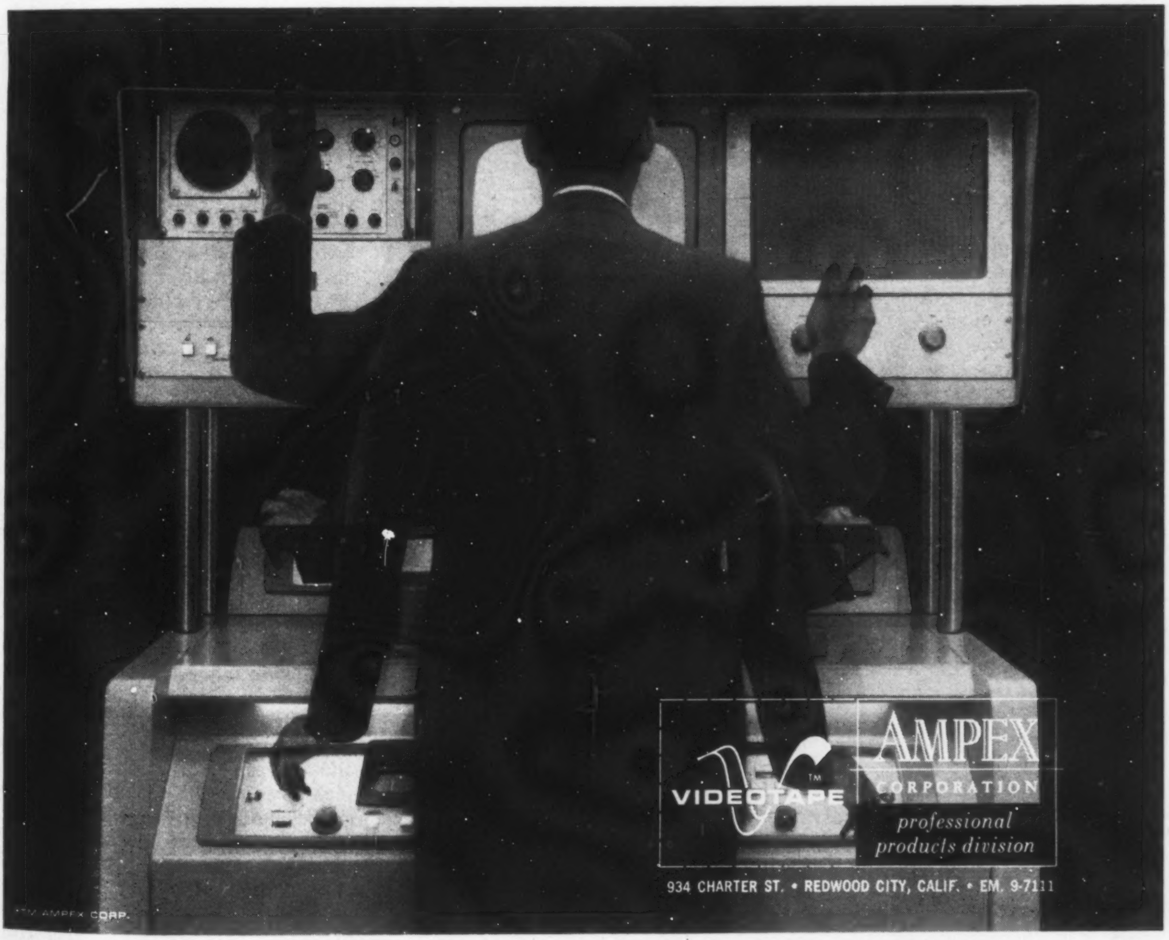

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A BILL OF PARTICULARS ON PAYOLA

Here's Harris committee counsel's road map to investigation

The shape of things to come in the House Legislative Oversight Subcommittee's probe into payola practices was outlined last week in a staff memorandum from the group's chief counsel, Robert W. Lishman, to members.

The secret Dec. 4 memo—released after one subcommittee member allegedly "leaked" its contents to the Washington Post & Times Herald*—covered 24 paragraphs of complaints from 27 major cities on various facets or schemes of payola and "other deceptive practices in radio and tv broadcasting."*

Two of the complaints were omitted because they named specific record or publishing companies alleged to have made payola deals with program production firms. The names were not revealed because the charges, like many of the practices described, have not been substantiated by subcommittee investigators.

Here's the text of Mr. Lishman's memo:

To: Chairman Harris and Subcommittee Members
From: Robert W. Lishman, Chief Counsel
Subject: Investigation of Payola and Deceptive Broadcasting Practices.

We have received—by telephone, telegrams, letters and personal interviews—allegations concerning payola and other deceptive practices in radio and tv broadcasting from the following localities, among others:

Washington, D.C., Los Angeles, San Francisco, Chicago, Detroit, Cleveland, Cincinnati, Columbus, Boston, Philadelphia, Pittsburgh, Houston, Dallas, Memphis.

Baltimore, New York, Newark, N.J., Indianapolis, Hollywood, Calif., Denver, Atlanta, Birmingham, Milwaukee, Seattle, Miami, St. Louis, Nashville.

In addition to receipt of such information from the foregoing areas, we have also received letters from Members of Congress, some enclosing communications received from constituents.

Analysis of the material received indicates the most important leads thus far relate to the following types of situation:

1. Radio or tv station licensee employees, such as disc jockeys, station managers, librarians, or program directors (hereinafter referred to as licensee personnel), in addition to their regular salary from the licensee, get side payments for plugging records.

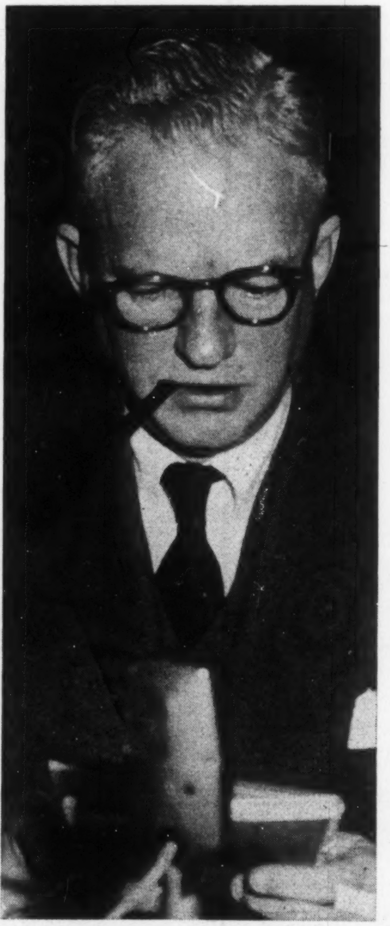
2. Licensee personnel who arrange for plugging of records sometimes own wholly or in part the music publishing firm, record company or record distributor.

3. Stations affiliated with network favor the broadcasting of records made by a record company owned by network.

4. Licensee personnel own a percentage of talent which performs on the programs.

5. Licensee personnel have checks made out to juvenile talent; have the juvenile talent cash same and return the cash to the licensee personnel.

6. Licensee personnel own in whole or in part record companies, record pressing companies or music publishing companies, and repeatedly play the music originating from these companies, accompanied by representations that such records are either in the top 10 or the top 40, etc.



COUNSEL LISHMAN

His memo sprung a leak

7. Licensee personnel take kickbacks from talent appearing in shows.

8. Licensee personnel secretly own programs which appear to be owned independently.

(Paragraphs 9 and 10 were not made public, the subcommittee explaining that the charges might have libelous implications.)

11. Song writers whose songs are used extensively on 3500 radio stations, receive no compensation for such use.

12. Ratings are rigged. Allegations are that a systematic approach is made to key retail record sellers throughout the country whereby for money the record sellers will falsely state that a certain record or records are the ones which have been the best sellers. This information is then charted and distributed to licensee personnel. When these records are broadcast over the airwaves they are represented as being among the top 10 or 40 records of the week as shown by actual sales.

13. Licensee personnel require side payments from singers in return for having their records played on broadcast programs.

14. Receipt by licensee personnel of "freebies." These are gifts of a large volume of free records to the personnel who in turn take them around to retail record stores and have them sold at a discount, with all or a substantial part of the receipts going to the licensee personnel.

15. Owners of stations aid and abet licensee personnel in promoting their outside interests over the stations' broadcasting facilities.

16. Record hops used to promote outside interests of licensee presonnel.

17. Compensation due talent on record hops finds its way into the pockets of licensee personnel.

18. Payoffs made to licensee personnel by music publishers, record makers and distributors in the form of fictitious "loans," "mortgages," consultation fees, etc.

19. Radio station licensees permit sponsored use of the broadcasting facilities in systematic vilification of persons and companies. Programs entitled by such names as "The People Speak" are rigged in advance by the licensee. Purporting to interview a bona fide named individual citizen, the program will elicit from him or her all kinds of derogatory and scandalous information pertaining to a local citizen or com-

pany. The person making these scandalous statements on the air is sometimes not identified and is sometimes identified by a false name and address. Sometimes the person thus "spontaneously" interviewed in making the scandalous statements will use five or six aliases in order to give the impression that these comments are coming from different persons. At election time this device is sometimes used effectively. When the person maligned requests the script or tape of such programs, he is informed that the same has been destroyed immediately after the program. (This raises the question: Does a licensee have a greater right to immunity than does a newspaper respecting publication of anonymous slander?)

20. Key licensee personnel in some instances have had long serious criminal records.

21. Programs are broadcast which glorify crime and falsely depict the activities of law enforcement officials.

22. Network officials have interests in programs, record companies, publishing companies and other commercial ventures, such as backing of Broadway shows, etc., which receive favored use of the broadcasting facilities owned or controlled by the network.

P.S. Another abuse repeatedly complained of to the Subcommittee, which was inadvertently left out of the above, is that record manufacturers sometimes require a recording artist (musician, composer, vocalist, arranger, etc.) to sign away all his royalty rights before the record will be manufactured and then made available to the public through disc jockeys, etc. Another complaint now made in increasing numbers is that A&R men (artists and repertoire) of the recording companies who book the songs that are to be received and decide what the public is to hear, are receiving payola in sums far exceeding those paid to disc jockeys.

25th anniversary

Speaker Sam Rayburn, co-author of the Communications Act of 1934, will be the honor guest at the 25th anniversary banquet of the Federal Communications Bar Assn., to be held at Washington's Statler-Hilton Hotel, Jan. 8, 1960. President Leonard H. Marks has also announced, as special guests, former members of the FCC now located within convenient distance of Washington will be special guests. A silver scroll will be presented to FCC Chairman John C. Doerfer in recognition of the progress made during the past quarter century in communications administration and jurisprudence.

Quiz story fifth

The tv quiz investigations of October were the fifth biggest story of the year in the opinion of UPI newspaper clients. Preceding the Van Doren story in the annual editors' poll were (1) Khrushchev's U.S. tour in September, (2) Soviet rockets to the moon, September-October, (3) steel strike, July-November, and (4) Castro regime in Cuba, January-December.

A subcommittee spokesman said last week the half-dozen staff investigators now traveling will not go to all 27 cities, but to those "most representative of the abuses." One source said cities to be visited would almost certainly include New York, Chicago, Boston and probably Los Angeles, but would not be limited to these.

Asked for the nature of criminal records alleged among broadcast personnel, one staffer mentioned "morals" offenses.

Oversight group gets NBC's quiz papers

NBC last week informed the House Legislative Oversight Subcommittee by letter that it has been unable to turn up any kind of inter-office communications involving any action it took upon first learning of onetime tv quiz contestant Herbert Stempel's charges that *Twenty-One* was rigged (CLOSED CIRCUIT, Dec. 14). The subcommittee had asked that the information be supplied during NBC President Robert E. Kintner's testimony.

The House group accepted other documents comprising the network's contract for the services of Charles Van Doren following the latter's appearances on network quiz shows, but said some of the documents spoke of a "formal contract," which it was "unable to find" among the papers furnished by NBC.

The subcommittee said attorneys for Hess Bros. department store, Allentown, Pa., have twice conferred with staffers regarding its request for information on all programs for which owner Max Hess paid for tv plugs, but that the information offered hasn't been satisfactory so far.

BAR INC. RECORDS SUBPOENAED

Oversight probers link action with inquiry

House Legislative Oversight Subcommittee probers last week subpoenaed the records of Broadcast Advertisers Reports Inc.—biggest organization in the industry in the business of monitoring programs of the tv and radio networks, 240 tv stations and radio outlets in larger markets. They want data on tv and radio programs broadcast since last Aug. 1.

A subcommittee spokesman declined to explain the purpose of the subpoena except to say it was in connection with the investigation into payola activities, but BAR Publisher Phil Edwards and President Robert Morris in a joint statement Thursday, following serving of the subpoena, said:

"It is clear from the subpoena that the [subcommittee] wishes to review our reports as an off-the-air record of commercial practices in the television industry."

BAR annually monitors the full program schedules of the tv and radio networks (about 30,000 hours), some 100,000 hours of programming by 240 tv stations across the country and radio stations largely on an assignment basis, except in New York and Philadelphia, where radio outlets are monitored regularly.

Subcommittee staffers subpoenaed all documents, reports, analyses and other records based on its monitoring of tv and radio stations and networks.

The Edwards-Morris statement said the subcommittee is "requesting the same monitored information already in wide circulation among stations, the networks, agencies and the NAB Tv Code Review Board, and we feel confident that broadcasters across the country will appreciate BAR's immediate compliance."

Watchful • BAR monitors, by off-the-air tape recording, both television and radio broadcasts and provides reports showing what commercials appear at what times, etc. thus triple-spotting, for example, may be noted.

The basic information taken from the monitor tapes is compiled and analyzed in a number of ways according to the needs of subscribers.

BAR monitors 240 tv stations for a full week four or six times a year, depending on market size. In 1959 this represents about 100,000 hours of tv station monitoring and the total in 1960 is slated to go to 127,000 hours.

BAR also monitors the television and radio networks continuously, providing weekly reports. This comes to about 30,000 hours of network monitoring.

ST. LOUIS PROBE RECESSES

FCC hearing continues inquiry into alleged influence in shift of Springfield, Ill., ch 2

Pressures on the FCC for and against shift of ch. 2 from Springfield, Ill., to St. Louis, Mo., during 1956-57 were put into the record last week at rehearings conducted in Philadelphia by Special Examiner Horace Stern.

The hearings recessed last Wednesday until January. Two matters remain to be cleaned up:

- The recall of former Comr. Robert F. Jones at his own request.
- The outcome of a search of Comr. T.A.M. Craven's files.

Mr. Jones asked that he be recalled to correct his testimony, Edgar W. Holtz, chief FCC attorney in the case, reported to Judge Stern. Mr. Holtz said Mr. Jones indicated his testimony concerned Comr. Craven's files.

Mr. Jones testified three weeks ago he had been retained by Harry Tenenbaum, one of the owners of KTVI(TV) St. Louis, to work on the then uhf station's campaign to move ch. 2 to St. Louis and to persuade the FCC to grant KTVI temporary authority to operate on it immediately. Mr. Jones said he had spoken neither to commissioners nor congressmen about the St. Louis case.

Reached at home Dec. 17, Mr. Jones refused to divulge the nature of his forthcoming testimony but indicated it would not be a major item.

Because of Mr. Craven's absence from the country it has been impossible to check his files, Mr. Holtz said. Mr. Craven is chairman of the U.S. Delegation to the International Radio Conference, Geneva. He is due back Jan. 11.

The St. Louis ch. 2 hearing began three weeks ago, with Mr. Tenenbaum the major witness [Broadcasting, Dec. 14]. The case was sent back to the FCC by the U.S. Court of Appeals to determine whether any commissioner should have disqualified himself because of *ex parte* representations. Also to be determined is whether any party should be disqualified for the same reason.

This is the third special hearing on alleged behind-the-scenes representations to the FCC; the others are Miami ch. 10 and Boston ch. 5. Two others are under hearing orders: Miami ch. 7 and Orlando ch. 9.

Witnesses Heard • Four witnesses heard in last week's sessions, which ran Monday-Wednesday, were:

- C. Arthur Weis, former president of the *St. Louis Globe-Democrat* which, until 1957, had a 23% interest in ch. 4 KWK-TV St. Louis. Mr. Weis testified on his activities regarding ch. 2.
- Nelson O. Howarth, former mayor of Springfield, Ill., who testified of his efforts to keep ch. 2 in his city.
- Hart Cowperthwait, chief of the FCC's Rules & Standards Div., Broadcast Bureau, who testified on his meetings with Mr. Tenenbaum.
- Gordon Sherman, president-general manager of WMAY Springfield, which was granted ch. 2 in Springfield but forbidden to construct pending outcome of deintermixture proceedings. Mr. Sherman told of his part in the struggle to retain ch. 2 in Springfield.

Their testimony was along these lines:

Mr. Weis told of seeing FCC commissioners in late 1956 or early 1957. He said he was accompanied by Robert T. Convey, Raymond Dady and, he thought, by V.E. Carmichael. All were associated in the management of KWK-TV.

He said that KWK-TV was not happy at the idea of ch. 2 being brought into St. Louis, and was decidedly unhappy at the idea that ch. 36 KTVI might receive permission to use ch. 2 immediately.

With CBS coming into St. Louis, Mr. Weis explained, KWK-TV knew it was going to lose that affiliation. That left ABC, since KSD-TV St. Louis had the NBC affiliation, he said. But, he added, KTVI already was an ABC affiliate and if it received permission to operate on ch. 2 it would sew that affiliation up leaving KWK-TV without any chance for a network.

CBS Inc. was then in a contest for ch. 11 St. Louis but, Mr. Weis stated, it was considered the strongest contender. CBS did, in fact, win the ch. 11 grant, but relinquished this to the other applicants when it bought ch. 4 KWK-TV.

Mr. Weis acknowledged that he had seen his senators and congressman on the matter. He declared they had promised him no help.

He also admitted that he had talked to Oliver Keller (WTAX Springfield president) about Sangamon Valley protesting the ch. 2 move. WTAX was one of the principals in Sangamon Valley, which was the unsuccessful applicant for Springfield's ch. 2. It appealed both the FCC's grant to WMAY and its move of ch. 2 out of Springfield.

Mr. Howart, who was mayor of Springfield from 1955 to 1959 (he lost his bid for re-election early this year), said he first heard of the contemplated ch. 2 move late in 1956.

Mayor Moves • After hearing other rumors that ch. 2 was going to be shifted, Mr. Howart said he got in touch with Illinois Gov. William G. Stratton and sent telegrams to the FCC urging retention of ch. 2 in Springfield. He sent copies of this telegram, he said, to his senators and congressman.

In January 1957, Mr. Howart said he came to Washington with Illinois State Sen. George Drach. They saw all the commissioners except Comrs. Rosel H. Hyde and Robert T. Bartley, he said. They also saw Edward F. Kenehan, then chief of the FCC's Broadcast Bureau.

Mr. Howart said he even tried to see Sherman Adams, White House assistant to President Eisenhower, but got no farher than Mr. Adams' secretary.

Mr. Howart expressed the opinion that it was not improper for him to take this course, but "highly proper." He was acting in the best interests of his community, he stressed.

Mr. Cowperthwait told of seeing Mr. Tenenbaum several times in Washington—in his office, at several lunches and at one dinner. He said Mr. Tenenbaum expressed the feeling to him that "faltering" uhf stations should be given a vhf grant if a vhf channel were moved into its community.

Mr. Sherman discussed the events leading up to the grant to WMAY for ch. 2 in Springfield. This grant was conditioned on no construction until the deintermixture proceedings was resolved. After ch. 2 was moved out of Springfield, WMAY was given ch. 36 (moved into Springfield from St. Louis). This permit was surrendered by WMAY two months ago.

Mr. Sherman said he fought the move of ch. 2 on the record. He stated he had spoken to no commissioners; that he had made no agreement with KTVI principals; that he had never told Mr. Tenenbaum that WMAY-TV had been promised the NBC affiliation. He acknowledged he had spoken to Mr. Tenenbaum and Paul E. Peltason (another KTVI owner) about using KTVI's ch. 36 equipment in Springfield. He said he got the impression that both Mr. Tenenbaum and Mr. Peltason felt WMAY was "butting its head against a stone wall" in fighting the ch. 2 shift.

KRLA license renewal set for FCC hearing

KRLA Pasadena, Calif., still has not heard the last of its ill-fated $10,000 "find Perry Allen" contest (Broadcasting, Nov. 2, Sept. 14).

Continuing its "get-tough" policy against stations at license renewal time, the FCC last week informed KRLA that its renewal application would require a hearing because of the contest and other programming activities.

The Commission said it appears the licensee, Eleven-Ten Broadcasting Corp., is not operating KRLA in accordance with programming proposals made when the station was purchased last spring. (Donald R. Cooke, station representative, purchased KRLA [then KXLA] from Loyal K. King for $900,000 [BROADCASTING, March 30].)

The FCC questioned whether the new KRLA owner intended to fulfill the programming promises and also stated that a review of programming logs for the week Oct. 18-24 indicates that they may have been falsified each day by the listing of religious programming which was not actually carried.

On the Perry Allen contest, the Commission said that KRLA has admitted Mr. Allen actually was working for WKWB Buffalo on Sept. 4, when KRLA stated over the air that he could be found in a Los Angeles restaurant. The question thus arises, the FCC told KRLA, whether conduct of this contest constitutes an improper use of facilities inimical to the public interest.

(Mr. Allen, hired by KRLA as a new personality, was "found" in Buffalo by Robert Purcell, president of KFWB Los Angeles, a Crowell-Collier station. KRLA at first refused to pay the prize money claimed by Mr. Purcell but after lengthy legal wrangles gave the KFWB president a check for $10,000.)

A final charge of overcommercialization against KRLA was made by the Commission, which gave the station 30 days to answer.

COURT BACKS FTC

Tie-in promotions ruled discriminatory

The U. S. Supreme Court last week upheld a three-year-old Federal Trade Commission complaint against merchandising tie-in plans used by many networks and radio-tv stations.

In denying a petition to review, the Supreme Court left standing a June 4 Third Circuit appeals decision which upheld the FTC's cease and desist order against a group of major grocery, paper, cigarette and soft drink advertisers. The petition to review the appeals court order was made by P. Lorillard Co., makers of Old Gold cigarettes.

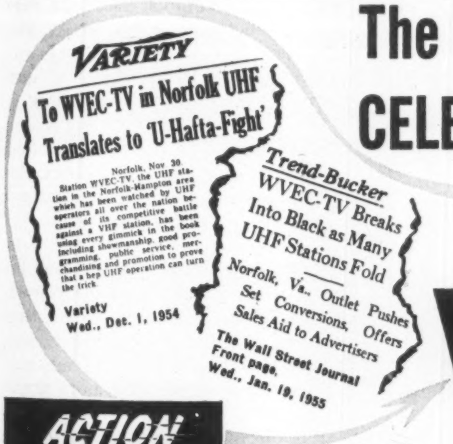
The government agency charged in a 1956 complaint that these companies discriminated in favor of some customers when they bought time on network merchandising promotion programs (BROADCASTING, July 30, 1956). Named in addition to Lorillard were: General Foods Corp., Pepsi-Cola Bottling Co. (New York), Coca-Cola Bottling Co. (New York), Sunkist Growers Inc., Sunshine Biscuits Inc., Piehl Brothers (beer), Hudson Pulp & Paper Corp. and Groveton Papers Co.

Attacked were tie-in promotions which worked this way:

A network station would make an arrangement with a local retail chain grocery or drug company to display products advertised over the air in exchange for free spots in behalf of the chain over the station. The station would then sell a major advertiser (whose products were carried by the chain) time on a program or spots at regular card rates with the understanding that the product advertised would be given in-store display space.

The FTC charged that this constituted a promotional allowance by the advertiser to the chain store which provided the display. This is banned under the Clayton Act which forbids discriminatory treatment of customers.

Named in the FTC complaint, but not as defendants, were ABC, CBS and NBC. Merchandising plans identified were ABC's "Mass Marketing" in tv and "Radioizing" in radio, CBS' "Super Marketing," and NBC's "Chain Lightning." The trade commission claimed


VARIETY

To WVEC-TV in Norfolk UHF Translates to 'U-Hafta-Fight'

Norfolk, Nov. 30.

Station WVEC-TV, the UHF station in the Norfolk-Hampton area which has been watched by UHF operators all over the nation because of its competitive battle against a VHF station, has been using every gimmick in the book including showmanship, good programming, public service, merchandising and promotion to prove that a hep UHF operation can turn the trick.

Variety
Wed., Dec. 1, 1954

Trend-Bucker

WVEC-TV Breaks Into Black as Many UHF Stations Fold

Norfolk, Va., Outlet Pushes Set Conversions, Offers Sales Aid to Advertisers

The Wall Street Journal
Front page,
Wed., Jan. 19, 1955

The Nation's Most CELEBRATED UHF Station Becomes

A V STATION

WVEC·TV

Moved from UHF station channel 15 to VHF channel 13

ACTION PROGRAMS

MAXIMUM POWER

DUAL FACILITIES

"Nothing Succeeds Like Success." This can very well be the motto for fabulous WVEC TV. For six years a remarkably successful "U" station, WVEC TV this past month became a "V." Trendex shows that it's on its way to becoming "THE" Tidewater station. If it's Sales Action you desire . . . then make Virginia's new ACTION station a "Must."

Represented by Avery Knodel

WVEC·TV

NORFOLK, HAMPTON
NEWPORT NEWS
PORTSMOUTH
VIRGINIA BEACH

a CHANNEL 13

FTC, Justice Dept. huddle on ad frauds

The threat of criminal sanctions against advertisers found guilty of false and misleading advertising in the food, drug and cosmetic fields has arisen following a series of recent meetings between the Federal Trade Commission Chairman Earl W. Kintner and Attorney General William P. Rogers.

The move is an intensification of the regular liaison between the two federal agencies and is an outgrowth of the concern of both agencies with deceptive practices in radio and tv.

The Dept. of Justice was charged by President Eisenhower last October to look into the quiz show scandals. Its report is expected to be submitted to the President this week, it is understood.

The FTC Act provides for a $5,000 fine and six months in jail for first offenders, and double that for second offenders. Over the years, however, the FTC has used this authority sparingly, since its efforts have been directed at eliminating deceptive advertising rather than prosecuting advertisers. Criminal prosecutions by a federal agency are handled by the Justice Dept.

Mr. Kintner, in acknowledging that he had "stepped up" his agency's contacts with the Dept. of Justice, emphasized that consideration of criminal moves against advertisers would include advertising in all media.

"As I've said before," Mr. Kintner remarked, "this is a problem common to all media."

The FTC already has stepped up its attack against false advertising on tv as well as in newspapers and magazines. In the last few months it has questioned advertising involving Colgate Dental Cream with Gardol, Libbey-Owens-Ford and General Motors, and Life Cigarettes. It also has moved against payola in the record industry, with the first consent order signed by RCA last week (page 46).

that the trade outs amounted to more than $1¼ million in the aggregate. All except one of the examples used in the FTC complaint involved New York network-owned stations; the other was the ABC television station in Chicago.

Tie-in plans evolve

In general, merchandising tie-ins have been decreasing except for some stations in the larger cities or markets. Networks *per se* did not engage in such practices but some of their owned outlets did, hence the FTC move against the networks. In other words, networks were cited for the actions of its owned stations.

WRCA New York (NBC-owned) still operates its "Chain Lightning." This plan has several thousand food stores participating including food groups and "several chains and independents."

"Chain Lightning" has been modified since FTC originally filed in 1956 and in fact has been changed "accordingly". These modifications are principally in two areas:

1. The area of participation has been broadened. The plan has been made more readily available to every retailer of any size so all can take part should they wish to.

2. An exact payment formula for the participating store has been set up (it's no longer possible to give a chain of stores a "deal" because of circumstances other than a formula based on store volume). There are no "arbitrary decisions" as to what a store will pay, with payment made according to store volume and other such fixed factors.

"Chain" has at least four big promotions per year and year-round servicing.

Exchange of displays in stores for time on the air is still an integral part of the plan.

WCBS New York has its "Total Merchandising Plan" which also has been modified to accommodate its workings to the FTC position. A few large independent radio stations have variations on the merchandizing theme; most stations, however, use the more simplified platform of window streamers and in-store displays as support to advertisers etc.

• Government brief

Allows move • Hearing Examiner Herbert Sharfman issued an initial decision on Dec. 9 affirming the Dec. 18, 1957 grant of an application of Video Independent Theatres Inc. to move the transmitter of KVIT (TV) Santa Fe, N.M., from approximately 3 miles outside of Santa Fe to Sandia Crest, about 43 miles southwest of Santa Fe and 14 miles northeast of Albuquerque. The decision also allows the ch. 2 station to move its main studio from its present transmitter site to Santa Fe and to increase its visual ERP from 0.324 kw to 28.2 kw.

*And so no force, however great can stretch a cord however fine into a horizontal line**

*William Whewell
"Elementary Treatise on Mechanics"

No matter how you stretch it KROC-TV still averages over 80% of Rochester's TV viewing audience.

$2,000,000 A DAY CHANGES HANDS IN THE ROCHESTER AREA

KROC-TV
NBC

CHANNEL 10

ROCHESTER MINNESOTA

Represented by Meeker Co.

G. David Gentling, gen'l. mgr.

Season's
Greetings

*to all our friends
in the
entertainment
world*

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
575 MADISON AVENUE, NEW YORK 22, NEW YORK

NAB TAKES THREE STEPS FORWARD

Task force holds meeting, radio standards to be fortified

Three steps were taken last week by NAB in its meet-the-crisis program as the FCC continued its hearing into the status and future of broadcast supervision.

- The new industry 12-man task force comprising NAB directors and staff executives held its first meeting.
- The Standards of Good Radio Practice Committee put a fresh bite in its ethical document.
- The NAB Tv Code Review Board told the story of video self-regulation at the FCC hearing Dec. 18 (story page 36.)

At its Dec. 14 session the task force, headed by President Harold E. Fellows, took a practical measure designed to help stations answer the FCC's questions regarding payola. This consisted of approval of a guide to be mailed to all radio and tv stations. The group voiced confidence that answers will show that an "overwhelming number of stations are observing high standards of ethics in their operations."

Stronger Radio Language • The task force called on all broadcasters to review their operations "in the light of the current needs of their respective communities, emphasizing that the public taste is constantly changing." It drew preliminary plans for presentation of the industry case to the FCC at a session scheduled in January.

Stronger language covering quiz-rigging, payola and similar topics was voted by the Standards of Good Radio Practice Committee, which met Dec. 16. This language will be submitted to the NAB Radio Board for a mail referendum vote.

Two basic changes in the whole standards concept were recommended to the Radio Board by the committee. These were: 1—Switch from an honor system of enforcement to a form of self-discipline somewhat along the lines of the Tv Code; 2—Open the standards to all radio stations on an equitable basis instead of limiting them to NAB member stations.

The committee, headed by Cliff Gill, KEZY Anaheim, Calif., said it believes "the overwhelming majority of stations will welcome the tightened language and will find no difficulty in operating in compliance." The enforcement suggestions are flexible, offering several approaches to self-discipline.

John F. Meagher, NAB radio vice president, told the committee 683 of the 1,533 NAB radio members subscribe to the standards, a gain of 76 in the last 10 days.

The committee-approved standards amendments awaiting Radio Board action follow:

In "News" section of "Program Standards" add this paragraph—

"Treatment of News and Special Events • All news interview programs should be governed by accepted standards of ethical journalism, under which the interviewer selects the questions to be asked. Where there is advance agreement materially restricting an important or newsworthy area of questioning, the interviewer will state on the program that such limitation has been agreed upon. Such disclosure should be made if the person being interviewed requires that questions be submitted in advance or if he participates in editng a recording of the interview prior to its use on the air."

After title "General" in "Program Standards" add—

"The intimacy and confidence placed in radio demand of the broadcaster, the networks and other program sources that they be vigilant in protecting the audience from deceptive program practices."

Insert as fourth paragraph of "General"—

"Payola • The broadcaster shall be constantly alert to prevent activities that may lead to such practices as the choice and identification of prizes, the selection of music and other creative program elements and inclusion of any identification of commercial products or services, their trade names or advertising slogans, within a program dictated by factors other than the requirements of the program itself. This expressly forbids the acceptance by producer, talent, or any other personnel of cash payments or other considerations in return for including any of the above within the program."

Insert before last paragraph of "General"—

"Quiz and similar programs that are presented as contests of knowledge, in-

Toughening radio standards • NAB's Standards of Good Radio Practice Committee drafted new rules designed to improve medium's performance Dec. 16. Left photo (l to r): Jay E. Wagner Jr., WLEC Sandusky, Ohio; Frank Gaither, WSB Atlanta; William B. McGrath, WHDH Boston; John F. Meagher, NAB radio vice president, chairman Cliff Gill, KEZY Anaheim, Calif. Right photo: Carleton D. Brown, WTVL Waterville, Me.; George J. Volger, KWPC Muscatine, Ia.; Cecil Woodland, WEJL Scranton, Pa., James L. Howe, WIRA Fort Pierce, Fla. In background, William Carlisle, NAB station relations manager

formation, skill or luck must, in fact, be genuine contests and the results must not be controlled by collusion with or between contestants, or any other action which will favor one contestant against any other.

"No program shall be presented in a manner which through artifice or simulation would mislead the audience as to any material fact. Each broadcaster must exercise reasonable judgment to determine whether a particular method of presentation would constitute a material deception, or would be accepted by the audience as normal theatrical illusion."

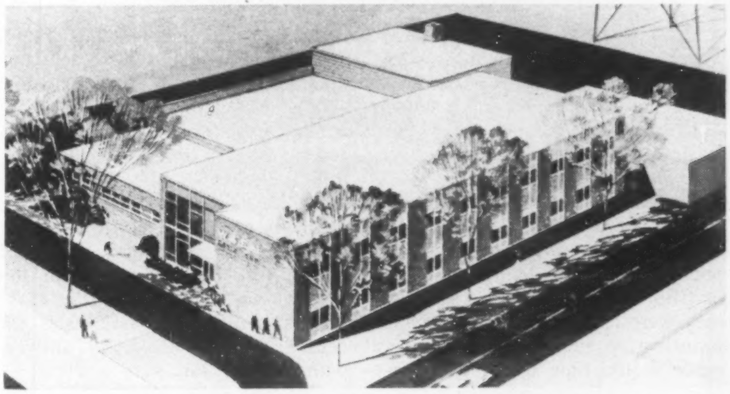
At the task force meeting the idea of an all-industry meeting embracing organizations in the broadcast field was considered [CLOSED CIRCUIT, Dec. 14]. Asked about this phase of the discussion, President Fellows said:

"It's difficult to see what purpose would be served by such a meeting at this time. The question was mentioned at the task force meeting but was not discussed in any depth. Once the FCC has concluded its hearings, the idea may come up again. We are devoted to the process of improving self-regulation and unity in this industry. Perhaps station representatives, Assn. of National Advertisers and American Assn. of Advertising Agencies should be included if an all-industry meeting is considered further."

Steel debate

WGN-AM-TV carried a taped debate between David J. McDonald, president of the United Steelworkers of America, and Joseph L. Block, chairman of Inland Steel Corp., on issues of the steel strike. The broadcasts made national headlines. The program was taped in the office of W. D. Maxwell, editor of *The Chicago Tribune*, stations' parent organization, and played back a few hours later on both radio and tv.

ABC's WBKB (TV) sought and got permission to rebroadcast the debate Dec. 14, and Sterling C. Quinlan, vice president in charge of the station, offered both participants free time for further discussion. Mr. McDonald said he had received offers from radio-tv networks for "all the time they need" to discuss strike issues. Last week, he also challenged Roger M. Blough, chairman of U.S. Steel Corp., to a similar debate. WGN Inc. reported highly favorable reaction to its special public service program.



WBEN's new home • WBEN-AM-FM-TV Buffalo will shuffle off to the luxurious new quarters pictured above in January. Since WBEN went on the air in September 1930, offices and studios have been located in the Statler Hilton in downtown Buffalo. Now two-story addition has been connected with the building that formerly housed NBC's uhf WBUF (TV) (at left). Purchase of this facility includes the latest automation equipment. Former capacity has been doubled, providing space for WBEN's studios, business offices and technical facilities. Radio will emanate from the new quarters Sunday, Jan. 10, with tv moving following week. Address: 2077 Elmwood Ave. Phone: Bedford 0930. Installation cost: $1 million plus.

NO 'LIVE ON TAPE' AT CBS-TV

Rules implement 'full disclosure policy'

The CBS-TV network spelled out in more detail last week how it will go about making sure that what its audience sees is "exactly what it purports to be."

The additional rules, effective last Tuesday (Dec. 15), were issued in a memorandum by Joseph H. Ream, vice president in charge of program practices. He said they were designed to implement the network's full-disclosure policies and at the same time "impose as few burdens as possible on creative programming."

The rules do not apply to news and public affairs programming, already treated in a memo (BROADCASTING, Dec. 7), and, according to Mr. Ream, also to be dealt with in another. Nor do they apply to commercials.

Mr. Ream's memo specified the language to be used in announcing the fact whenever programs or portions of programs were pre-recorded, when canned applause is used, when guests appear to be but are not chosen at random or interviewed spontaneously, when seemingly real situations actually are fictionalized, when lip-sync is used, and in similar situations.

Hitch-hikers • "Audio announcements," Mr. Ream's memo said, "will be placed immediately at the beginning of the closing credits prior to any scheduled promotional announcements, except where otherwise specified. Visual announcements will be made by telop or as part of the usual closing credits, except where otherwise specified.

"It is emphasized that these announcements shall not be so brief or hurried as to avoid informing the average viewer."

Among the situations covered, and the language prescribed in each case, were these:

When a program is originally recorded on film or tape and this fact is not otherwise clearly stated, or when a live program includes some film or tape segments: "The preceding program (or portions of the program) was (were) pre-recorded."

When a film or tape program includes film or tape made earlier and not as part of the particular broadcast (except in the case of standard stock footage): "Certain portions of this recorded program were pre-recorded."

Audience Reaction • When canned applause is used: "Audience reaction technically produced."

When canned applause is added to live audience reaction: "This program was performed (filmed) (taped) before a live audience with audience reaction technically augmented." Alternative: "Audience reaction technically augmented."

When a program originated at an earlier hour is recorded for network repeat broadcast (examples: Pacific Coast

CBS calls for payola reports

All CBS officers and employes were asked by management last week to say whether they had taken or given "any money, service or other valuable consideration" for "the broadcast of any matter, since Nov. 1, 1958, over any facilities of CBS (owned stations or networks)."

They were asked to answer the question twice: once as individuals, once as employes acting on behalf of CBS. If either answer was "yes," they were asked (1) whether an appropriate on-air announcement was made at the time to indicate "that such matter was paid for or furnished by such person" and (2) to fill out supplemental forms giving dates, names and other details.

The questionnaires were sent out by Julius F. Brauner, CBS secretary and general attorney, so that CBS would be able to reply to FCC's request that all licensees furnish this information. The Nov. 1, 1958, date is the one specified by FCC. CBS asked its people to return the questionnaires by last Friday (Dec. 18) except for those who are on the West Coast, in which case the deadline is tomorrow (Dec. 22). Licensees must file their own answers with FCC by Jan. 4.

The CBS questionnaire points out it is not talking about money received as CBS wages or salary.

Network delays and daylight saving time delays): "The preceding program was pre-recorded." (A visual announcement to the same effect must accompany programs recorded for delayed broadcast.)

Mr. Ream said responsibility for putting the rules into effect will lie with the program department and the producer of each show. He said additional standards may be issued later.

More 'Monitor' time for sale by network

An additional hour of NBC Radio's *Monitor*, from 9 to 10 a.m. Saturdays, will be opened up for sale by the network under its new operative format, authorities said last week. This *Monitor* period heretofore had been pegged for sale by affiliates.

Announcement of the change coincided with a meeting of network officials with the affiliates' program managers advisory committee. The meeting was held to discuss coordination of NBC Radio's new networking-plus-program-service plan, which goes into effect Jan. 4 (BROADCASTING, Oct. 19, *et seq*), with affiliates' program structures. Albert L. Capstaff, vice president in charge of radio network programs, presided.

Officials said a major subject in the meeting, held in New York Thursday (Dec. 17), was a revised music formula for the *Monitor* weekend service.

On hand, in addition to Mr. Capstaff and other NBC Radio officials, were the following committee members: Herman Clark, WBAP Fort Worth; Franklin Coslett, WBRE-TV Wilkes-Barre, Pa.: Elmo Ellis, WSB Atlanta; William Goetze, KFSD San Diego; William Grant, KOA Denver; Peter Kizer, WOOD Grand Rapids; Ed Walker, WFLA Tampa, and W.W. Woods, WHO Des Moines and WOC Davenport, both Iowa.

Firm sues WNEW-TV

Kaz Mfg. Co., New York, has initiated a $1 million libel suit against Metropolitan Broadcasting Co., operator of WNEW-TV New York, charging that a commercial being carried on the station is "damaging" to a vaporizer that Kaz manufactures.

The suit was filed Dec. 4 in New York Supreme Court. Metropolitan was served with a summons and has 20 days to reply.

Harry Starr, counsel for Kaz, reported that a key statement in the commercial says "steam is dangerous." The commercial in question is for Pertussin, a cold remedy made by Chesebrough-Pond's. Mr. Starr said similar action may be taken against other tv stations which are carrying the Pertussin commercial. He contended the commercial shows a vaporizer that "without question is one that is put out by my client."

A spokesman for Metropolitan said the company has received the summons but declined further comment.

Blackout exception

The National Football League, in an expected but unusual move, last week removed its 75-mile tv blackout for Sunday's (Dec. 27) championship game between the Baltimore Colts and the New York Giants by permitting WRC-TV Washington to carry the game. Television engineers said the signal from Washington station—some 35 miles away—would allow "most Baltimore fans" to see the clash. Austin Gusnel Jr., acting commissioner of the league, stressed the unusual move would be for this year's title game only.

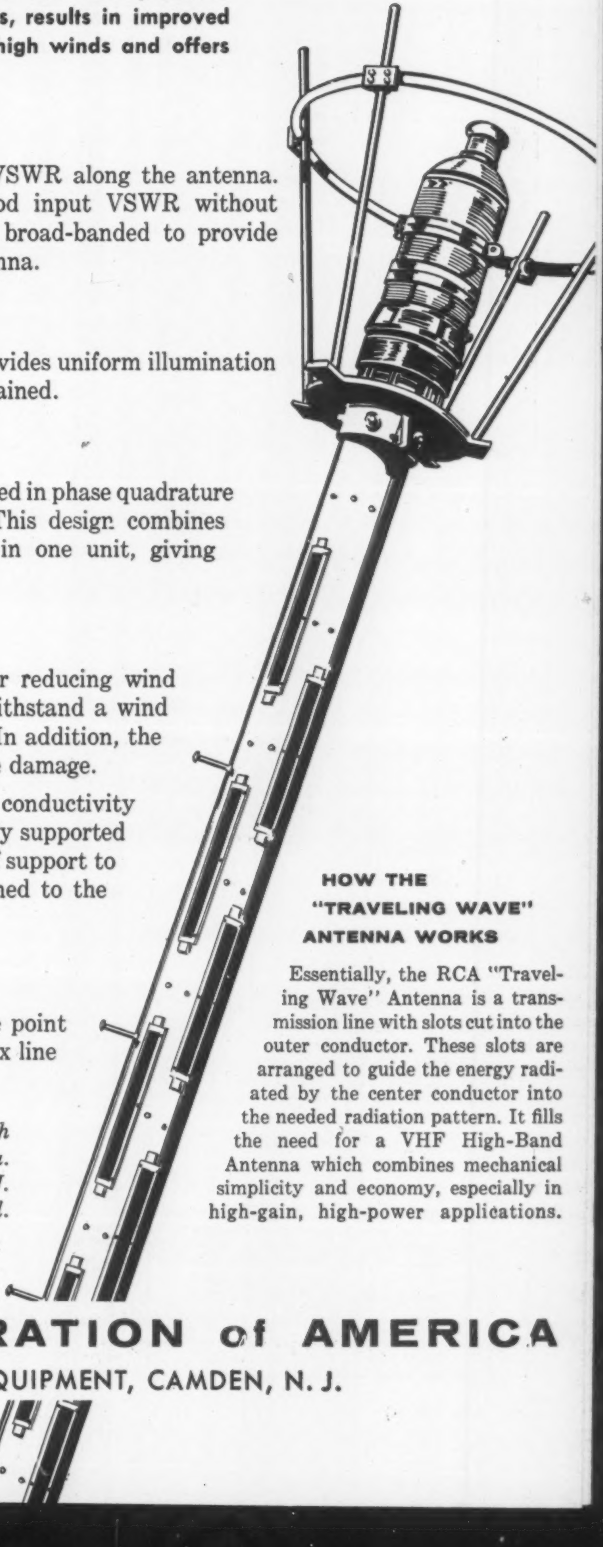
Christmas Greetings
from SESAC, producers of . . .
SESAC RECORDINGS
"repertory recordings"*
Special Series Programs
*Trademark

RCA "Traveling Wave" Antenna

ANOTHER WAY RCA SERVES BROADCASTERS THROUGH ELECTRONICS

Combines Improved Electrical Characteristics with Mechanical Simplicity and Economy... for High Power TV Applications

Here is a VHF high-band antenna that has inherently low VSWR and produces smoother patterns. The design, based on slot radiators, results in improved circularity. This new antenna is strongly resistant to high winds and offers better weather protection.



INHERENTLY LOW VSWR

The traveling wave nature of the feed results in a low VSWR along the antenna. This characteristic gives the antenna an inherently good input VSWR without compensating or matching devices. The input has been broad-banded to provide a smooth transition from the transmission line to the antenna.

EXCELLENT VERTICAL PATTERN

The null-less vertical pattern is extremely smooth. This provides uniform illumination of the desired service areas. Gains from 9 to 18 can be obtained.

IMPROVED CIRCULARITY

The individual patterns produced by slot radiators when added in phase quadrature result in an overall pattern with improved circularity. This design combines radiating elements, feed system and antenna structure in one unit, giving excellent horizontal circularity.

LOW WIND RESISTANCE

The smooth cylindrical shape of the antenna is ideal for reducing wind load and has high structural strength. It is designed to withstand a wind pressure of 50 psf on flats, or 33⅓ on cylindrical surfaces. In addition, the absence of protruding elements minimizes the danger of ice damage.

The steel outer conductor is hot-dip galvanized for better conductivity and protection. The inner conductor of the antenna is rigidly supported at the bottom end without relying on any insulator type of support to carry the dead weight. Polyethylene slot covers are fastened to the pole over every slot for better weather protection.

SIMPLIFIED FEED SYSTEM

The feed system is completely self-contained with only one point of connection. Simplified feed system consists of a large coax line and coupling probes.

Your RCA Broadcast Representative will gladly help with TV antenna planning. See him for details on this new antenna. Or write to RCA, Dept. BC-22, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

HOW THE "TRAVELING WAVE" ANTENNA WORKS

Essentially, the RCA "Traveling Wave" Antenna is a transmission line with slots cut into the outer conductor. These slots are arranged to guide the energy radiated by the center conductor into the needed radiation pattern. It fills the need for a VHF High-Band Antenna which combines mechanical simplicity and economy, especially in high-gain, high-power applications.

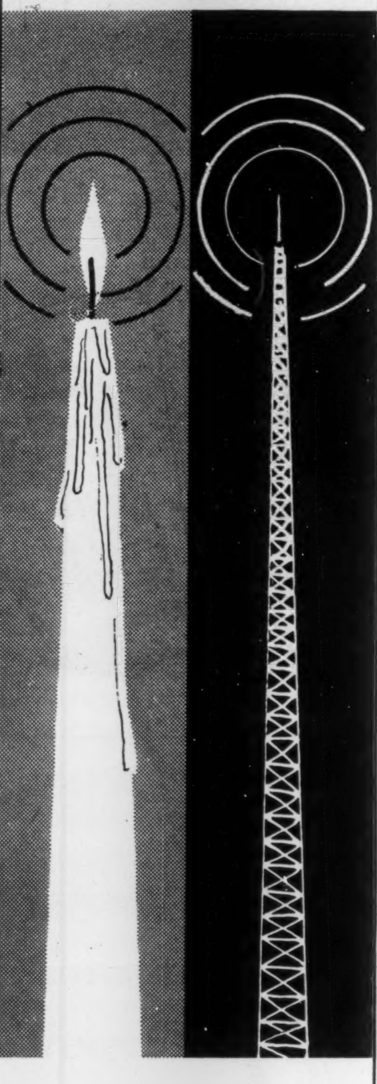
RCA

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT, CAMDEN, N. J.

Tmk(s) ®

Season's Greetings



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Financial 6-6460

WEST COAST
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Toasting the first • The Adams Young Companies, New York, 15-years-old on Dec. 1, invited advertisers and agencies to an anniversary luncheon in Detroit to salute the rep firm's first client—CKLW Detroit. During the luncheon, Adam Young, president of the radio-tv reps, presented a silver cup to J.E. (Ted) Campeau, president of CKLW-AM-FM-TV, as a remembrance of the long association. Among the guests shown above are: (l to r) Gerdon Fahland, media buyer, Young & Rubicam; Elmer Rupp, advertising coordinator, Imperial Div., Chrysler Corp.; Judy Anderson, timebuyer, McCann-Erickson, and Mr. Young.

KFI to keep NBC

KFI Los Angeles will remain an NBC affiliate as it has been for the past 30 years, despite its arrangement to broadcast the 1960 Los Angeles Dodgers baseball games (BROADCASTING, Nov. 30). Shelton Hickox Jr., director of station relations for NBC's Pacific Div., said last week that when the new NBC Radio format goes into effect Jan. 4, KFI will carry all of the network's commercial programming except for one five-minute news period in the morning and one in the afternoon, including all of the *Monitor* weekend service. Following the first of the year, he and Charles Hamilton, KFI's general manager, will work out the preemptions of network offerings that the baseball schedule will make necessary, Mr. Hickox said. Presumably much of the material on the network during game time can be taped for delayed broadcast.

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• WNCC Barnesboro, Pa.: Sold by William J. Thomas and Richard Todhunter Jr. to J. Howard Bair and Eric Bauer for $62,500. Mr. Bair is chief engineer, WCMB Harrisburg, Pa.; Mr. Bauer is on WCMB staff. Mr. Thomas retains ownership of WAKU Latrobe, Pa. Broker was W.B. Grimes & Co. WNCC is 500 w daytimer on 950 kc and is affiliated with MBS.

• KCCR Pierre, S.D.: Sold by Edward Davenport and Daniel Lesmeister to LeRoy Okerlund and associates for $40,000. Mr. Okerlund and group are also buying KCOG Centerville, Iowa (CHANGING HANDS, Nov. 2). Transaction was handled by Blackburn & Co. KCCR is 1 kw daytimer on 1590 kc.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 79).*

• WLOD Pompano Beach, Fla.: Sold by Arthur F. Harre and Leonard A. Versluis to Franklin Broadcasting Co. (WMIN St. Paul, Minn.) for $131,683 (subject to adjustments). WMIN is on 980 kc with 1 kw.

• WSTR-AM-FM Sturgis, Mich.: Sold by WSTR Inc. to Water Wonderland Broadcasting Co. (WWBC Bay City, Mich.) for $115,000 plus $5,000 to E. H. Munn Jr., seller's vice president, for three years of consultancy. WSTR is on 1230 kc with 250 w. WSTR-FM is on 103.1 mc with 285 w.

- KWAT Watertown, S.D.: Sold by Lee V. Williams Jr. to Midland National Life Insurance Co. (former licensee) for $115,311. KWAT is on 950 kc with 1 kw.

- WRLD-AM-FM Lanett, Ala.: 60% interest sold by J. C. Henderson to Miles H. Ferguson for $20,700 on condition that Mr. Ferguson divest himself of all connection with WDAK Columbus, Ga. (Besides being an employe of WDAK, Mr. Ferguson has an interest in WGEA Geneva and WJHO Opelika, both Alabama.)

MBS reorganization plans finally okayed

Plans for the financial reorganization of Mutual under Chapter 11 of the U.S. Bankruptcy Act were approved last Tuesday (Dec. 15) before U.S. Referee Asa Herzog. Judge Herzog set Wednesday (Dec. 23) for the signing of papers necessary to formalize the plan. Mutual has been in court since last July 1, but the reorganization has been delayed by two intermediate court actions.

A Mutual spokesman said the network owes about $2.9 million. Creditors owed about $1.3 million will be paid on the basis of ten cents on the dollar. Talent and guest panelists, owed about $60,000, will be paid off at 50 cents on the dollar up to $600 owed and 10 cents on the dollar thereafter. Claims for back taxes to the city, totaling about $140,000 will be paid in full.

A loan for $1.4 million, assigned to H.B. Tuskin, a Seattle business woman, was removed from the reorganization plan and will be paid off over a ten-year period at 4% interest. This loan represents money advanced to Mutual by Thomas O'Neil at the time he headed the network and has been carried on the books under successive managements. The new management team last summer assigned the note to H.B. Tuskin, a business associate of MBS financial backer Albert Gregory McCarthy. In effect, it will not be paid off until Mutual shows a profit.

Robert F. Hurleigh, Mutual president, reported that there has been a steady improvement in the network's financial condition since the beginning of 1959. He placed losses during the early part of the year at about $100,000 a month, but said operations now are "near the break-even point." He said that 17 new advertisers have been signed since July 1, representing $2.5 million in new income. Affiliates, he said, have risen from 432 to 453.

How Come **CHANNEL 10** Stays Perennially On Top in the **Rich Rochester N. Y.** Area?

COULD BE BECAUSE:—

we have the **POWER**

Yes, thanks to our new 316 KW (maximum power) transmitter, we now speak to more than a million Western New Yorkers with a stronger voice—look at them with a brighter eye! Our primary coverage area is considerably extended!

we have the **SHOWS**

We offer our viewers the very finest programs of two major networks—CBS and ABC—a galaxy of great stars in a brilliant host of new shows and old favorites! We also offer News-Weather-Sports, complete and accurate, twice nightly at 6:30 and 11:00 P.M.—plus many other fine, live local shows, and the great MGM movies.

we have the **KNOW-HOW**

Not only do we possess the technical know-how that guarantees best-quality production, but being Rochester-owned, we understand the wants and whimsies of the people of this area, give them what they want, know how to promote our station and our programs in the most effective manner.

we have the **FACILITIES**

Our facilities, both in personnel and in equipment leave little to be desired. Our well-trained engineers and production staffs welcome the constant challenge of handling live shows and live commercials in truly expert fashion.

we have the **WILL**

Perhaps our BEST quality is our ceaseless will to *please!* We are intensely proud of our consistent leadership in Rochester, and we are determined to maintain it!

Adequate power, top-notch programming, expert know-how, modern facilities and the resolve to please and satisfy—every one of these things is *essential* to a successful television station—and these are the things that attract and hold our ever-increasing number of sponsors.

CHANNEL 10

(WVET-TV • WHEC-TV) CBS BASIC • ABC AFFILIATE

THE BOLLING CO. INC. • NATIONAL REPRESENTATIVES • EVERETT-McKINNEY, INC.

SDX accepts entries for 1960 awards

Sigma Delta Chi last week began accepting entries for its 1960 Distinguished Service Awards in broadcast and print journalism. Deadline for nominations is Feb. 1, 1960.

Included in the 15 categories for which bronze medallions and plaques will be given are radio or television newswriting, radio reporting, tv reporting, and public service in both radio and television journalism. The period covered by the awards runs Jan. 1 to Dec. 31, 1959, with honors to be announced sometime in April, according to Victor E. Bluedorn, executive director of the professional journalistic fraternity.

Awards for public service will be presented to a radio and tv station, newspaper and magazine, while those for reporting are offered to an individual, station or network. All non-public service awards go to individuals (SDX members and non-members) for specific work broadcast or published.

Nominations should be made on forms obtained from the director of Sigma Delta Chi Awards, 35 E. Wacker Drive, Chicago 1. Other award categories: general reporting, editorial writing, editorial cartooning, Washington correspondence, foreign correspondence, news photography, magazine reporting and research about journalism.

Communist salt

An attempt by communist agents to poison employes of Radio Free Europe's station in Munich, Germany, was foiled last month by an agent who had been cooperating with American authorities, officials of the station revealed last week.

Erik Hazelhoff, European director of the privately financed American-run station, reported that on Nov. 21 a poisoning substance had been put into salt shakers at the station cafeteria, which regularly serves some 1,200 employes and their families. The poison used, it was learned, was atropine. The amount in each salt shaker was 2.36%, enough to kill even if only a little salt was sprinkled on the victim's food. Mr. Hazelhoff claimed agents of a "foreign communist power" were responsible.

New high for KNX

Local billings for the week ending Dec. 4 totaled $141,484 at KNX Los Angeles. This was $21,000 above the previous all-time high sales week last September. Sales for the CBS Radio Pacific Network also were up, with combined KNX-CRPN sales of $373,655 for the week. Farmers Insurance Co. and Miles of California were primarily responsible for the CRPN billings. KNX got its record high billings from Ford Dealers of Southern California, Santa Anita Race Track, Home Savings & Loan, Falstaff Brewing, Western Federal Savings & Loan, General Foods and Bu-Tay Products.

• Media reports

Godwin entries due • Jan. 15 is deadline for the third annual Earl Godwin Memorial Award competition among newsmen of NBC-affiliated stations. The award, including a six-month assignment overseas for NBC news, is given for initiative, enterprise, judgment and professionalism in covering a story for the radio network. It is in memory of Earl Godwin, network Washington newsman who died in 1956. Entries are being received by Sam Sharkey, editor, NBC News, 30 Rockefeller Plaza, New York, N.Y.

Supermarket report • Radio Advertising Bureau last week sent members a special report, "How Supermarkets Use Radio." It contains case histories on the successful use of the medium by such industry leaders as Safeway and Piggly Wiggly. Ideas are offered for holiday selling; tips on remote broadcasts from the supermarket floor, and a list of special promotion designed to boost sales and traffic.

J-school grads • Tv stations are requesting increasing numbers of journalism school graduates, according to *Journalism Quarterly's* annual survey of employment conditions. Newspapers hold first place as employers but broadcasting, magazines and public relations are becoming increasingly strong bidders for graduates. A greater variety of jobs and higher salaries outside the newspaper field are cited as factors contributing to the trend.

Storer dividend • The board of directors of Storer Broadcasting Co. has declared a quarterly dividend of 45 cents per share of common stock, payable March 15, 1960, to stockholders of record Feb. 26, 1960. Storer common stock is listed on the New York Stock Exchange. The board also declared a quarterly dividend of 12½ cents per share on its Class B common stock which is not listed.

POWER...your most potent selling wedge!

CKLW
RADIO
50'000
WATTS
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channel 9
325,000
WATT
THIS REGION'S
MOST POWERFUL TWINS

-and in the Detroit Area you get either or both at the Lowest Rates of any other Major Station.

CKLW • CKLW-TV GUARDIAN BLDG. DETROIT

ROBERT E. EASTMAN & CO., INC.
Nat'l Radio Rep

YOUNG TELEVISION CORP.
Nat'l TV Rep

J. E. CAMPEAU
President

GULF PRESS CONFERENCE 6

A service of Gulf Oil Corporation in the cause of creating—through the facts as we see them—a fuller understanding of the oil industry.

Is there a fuel crisis?

The coal people say there is. And they suggest that Uncle Sam step in. Historically, our fuel industries have grown the freely competitive way. Yet here we have one of them turning its back on that way. If only because the implications reach into *all* business, a few questions should be raised. What, exactly, are the facts? . . .

Q. What are our fuel problems as the coal industry sees them?

A. According to the coal people, we are in danger of running out of fuel. Any lack of energy, they point out, would threaten our economic development. Always near the surface, of course, is the fact that coal's share of the fuel market has shrunk.

Q. What does the coal industry want the government to do about it?

A. Coal asks for a single, over all "national fuels policy." In the words of Joseph Moody, president of the National Coal Policy Conference, this would "insure an adequate energy supply for our nation while at the same time promoting the healthy and balanced development of the American economy."

Q. Precisely what would coal's policy call for?

A. The Senate resolution coal's spokesmen introduced in August would have the government consider "the optimal allocation of the various fuel and energy resources to their most productive economic uses, including such consideration as the geographic distribution of these resources and the development of balanced and interrelated regional fuel economies."

Q. Why wouldn't such a policy be helpful?

A. In the first place, the kind of crisis coal talks about simply does not exist. We are in no present danger of running out of oil, natural gas *or* coal. And the competition among fuels has actually promoted the development coal refers to.

Q. Do the coal interests really want to see their industry controlled?

A. Coal denies the policy would mean controls. But the word "allocation" in that Senate resolution is enough to frighten any businessman. It would probably lead to end-use controls on fuels.

Q. Are any of the other fuel industries for coal's program?

A. Let them speak for themselves. According to Frank Porter, president of the American Petroleum Institute, "We will fight hard to protect our industry and its customers from unjust restrictions." And John Ferguson, executive director of the Independent Natural Gas Association, says the policy "has as a principal purpose the curtailment and prohibition of the use of natural gas."

Q. What of the consumer? Might he not gain from such a program?

A. Fred Seaton, Secretary of the Interior, offers an answer: "I cannot believe that it would be appropriate or just for the government to distort the picture by preventing the function of normal economic forces. I do believe the consumption of fuels should continue to be determined by such forces as relative costs at specific locations, efficiency of use, dependability of supply, cleanliness, convenience and ease of control."

Q. Are you saying coal would be the only beneficiary of the policy?

A. Yes. And at the expense of oil, natural gas and the consumer. At the expense, in short, of our economy as a whole. Coal has failed to show a truly national justification for its policy. If there *is* a fuel crisis here, it is the one coal's policy would bring on.

Q. But if there is no policy, what of coal's future then?

A. It is true coal's share of the market has shrunk from 70 per cent in 1926 to less than 30 per cent in 1959. But coal has a future. Secretary Seaton cites these figures. The U. S. will use 5 billion barrels of oil in 1975 compared to 2.7 billion in 1955, 19 trillion cubic feet of gas to 9.1 trillion. And we will use 775 million tons of coal to less than 450 million.

Q. Isn't coal essential to our national security?

A. Of course it is. But no more so than oil and gas. It's worth remembering the oil industry has been cooperating with the government since World War I. A good recent example is the commendation the oil industry earned from our government for cooperating in the 1956-57 Suez crisis to stave off a European oil shortage.

Q. Hasn't a National Energy Board recently been proposed in Canada?

A. Yes. But Canada is concerned mainly with export and import of natural gas and oil. This demands some international negotiation at the official level. The board could suggest a domestic policy for all fuels. But the validity for such a program north of our border does not automatically extend south of it.

Q. Elsewhere in the world, what is the trend in fuel coordination?

A. The British attitude is fairly typical. Although Britain faces a glut in coal from state-owned mines, Fuel and Power Minister Richard Wood told the miners in November he "could not encourage any hope of measures to restrict the use of oil or to force fuel-consuming industries to use coal."

We welcome further questions and comment. Please address them to Gulf Oil Corp., Room 1300, Gulf Bldg., Pittsburgh 30, Pa.

UNITED ARTISTS EYES ZIV TV

But talks are only preliminary now

United Artists Corp. is taking another sniff at the sweet smell of somebody else's tv success.

Object of interest is Ziv Television Programs Inc., one of tv's leading syndication companies with three shows on the networks this season and a lengthy list of series in syndication.

The last time (1958) UA saw a good prospect, Associated Artists Productions, a non-Hollywood controlled tv company, was snapped up. AAP is now United Artists Associated. This acquisition gave UA access to the Warner Bros. pre-1949 library, short subjects, cartoons, various feature packages and a merchandising operation. Now UA is thinking about acquiring Ziv.

United Artists Corp. is a major motion picture releasing operation that emerged out of Hollywood's decay of the post-glamor era hastened by tv's rise. Its winning combination: access to funds to finance picture-making.

UA's Look • UA itself does not produce movies. It puts up money for others to do so and has built-in arrangements to make it worth the while of name stars, directors and producers. UA also has a tv subsidiary, United Television Inc., that has two shows on the networks, *The Dennis O'Keefe Show* on CBS-TV and *The Troubleshooters* on NBC-TV, and *Tales of the Vikings,* its only tv series so far placed in syndication. UA-TV plans additional series for syndication. The corporation is preparing *Miami Undercover* and *Hudson's Bay.* These new shows will be offered to network advertisers. The parent UA also owns a record company.

Ziv Television's control changed hands early in July. Two Wall Street investment firms, F. Eberstadt & Co. and Lazard Freres & Co., purchased about 80% of Ziv's stock in a deal reportedly involving $14 million. The other stock presumably is still owned by Frederick W. Ziv, board chairman, and John L. Sinn, president.

The Contact • UA's contact with Ziv is a direct one. It is through the Eberstadt firm, which has a close association by having floated stock issues and served as an investment banker for United Artists.

UA officials were cautious last week when questioned about a purchase of Ziv. For one thing, they asserted, no negotiations have begun, and discussions, they said, were "preliminary to see if there is any basis for some kind of deal." Principal conferees included UA's executive staff and Eberstadt officials.

Ziv's on-the-network properties are *Men Into Space* (CBS-TV), *Challenge* (NBC-TV) and *Bat Masterson* (NBC-TV). Ziv currently has new product on *Tombstone Territory* coming up (this series also has been on ABC-TV) for syndication along with the *Lockup* and *This Man Dawson* series. It's in the third year production of *Sea Hunt* and has such well known syndicated properties as *Bold Venture, Dial 999, Harbor Command, Highway Patrol, MacKenzie's Raiders, The New Adventures of Martin Kane, Target* and *Cisco Kid* among others.

Acquisition of Ziv would give UA its first studio facility (Ziv owns a

WMPS to drop Top 40

Top 40 programming is on its way out on one of the stations which pioneered it. Harold Krelstein, president of the Plough Stations, said the format will be dropped soon by WMPS Memphis. He said Top 40 programming has become "so commonplace it has outlived its usefulness."

MR. KRELSTEIN

Mr. Krelstein said a new format, now in the planning stage, if found successful after a trial run in Memphis will probably be used on Plough's other stations: WJJD Chicago, WCOP Boston, WCAO Baltimore and WPLO Atlanta.

Mr. Krelstein refuses to talk about the new format. He fears he'll hear it first on another station if he divulges his plans at this early date.

Plough first began programming the Top 40 in Memphis in 1955. The city currently has three stations (including WMPS) using the Top 40 format.

WTPA–Harrisburg's Number One Station
COVERS*
Central Pennsylvania's
HEARTLAND

LEBANON
HARRISBURG
LANCASTER
YORK

WTPA covers *and* delivers the Heart of Central Pennsylvania—a rich and stable economy based on commerce, industry and government. Maximum coverage at sensible rates makes WTPA your best buy!

* *ARB Share of Audience Sun. thru Sat. 6-10 P.M.*
Nov. '58—31.0
Feb. '59—32.1
May '59—35.6

ONE MILLION WATTS
CHANNEL 27
WTPA TELEVISION
HARRISBURG, PA.

studio in Hollywood). Ziv is a privately-owned company. At the time the two banking houses bought controlling interests it was speculated that Ziv shares would be placed on the market for public offering, but this has not transpired. Aside from its "first-run" syndicated and network properties, Ziv has valuable holdings in its reruns in syndication in the U.S. and in distribution in foreign markets.

AFM may settle hassle out-of-court

Attorneys for the American Federation of Musicians and for the dissident group of Hollywood musicians (chiefly members of AFM Local 47) who are suing AFM got together in Las Vegas last week to discuss an AFM offer for an out-of-court settlement (BROADCASTING, Dec. 14). The suits were filed three years ago by the rebel musicians who make payments into music performance trust funds. They want these payments diverted to the individual musicians employed to do the work.

Agreement for the Las Vegas meeting was followed by a postponement to Jan. 4 of a hearing which was to have begun Dec. 14 in Los Angeles Superior Court. One suit seeks to obtain for the individual musicians $6,172,163 paid into the trust funds for the release of theatrical motion pictures to television. Three other suits cover trust fund payments for musicians' services for phonograph records, tv films and transcriptions, jingles and spots. The four actions ask for aggregate payments of some $24 million. AFM has offered about $2,650,000 in settlement.

Attending the Nevada negotiating session were Samuel R. Rosenbaum, trustee for the music performance funds; AFM attorneys Henry Kaiser, Michael Luddy and Emanuel Gordon; plaintiffs' attorneys Harold A. Fendler, Daniel A. Weber and Jules Bloch.

Rocky meets newsmen in combined session

When New York's Gov. Nelson Rockefeller announced his plans to hold "separate but equal press conferences" for radio-tv and newspaper newsmen, in Dallas, Dave Muhlstein, news director of KLIF, that city, threatened a radio-tv boycott. Filing a simultaneous protest to the governor's headquarters and over the Associated Press wire, Mr. Muhlstein, director of the Dallas Press Club, stated that Gov. Rockefeller's policy discriminated against broadcasters. Although other Dallas stations refused to join the threat-

KOMU-TV serves the whole of Mid-Missouri

The 500,000 consumers in the heart of Missouri constitute a rich "island" market that cannot be reached by TV from Kansas City, St. Louis or other bordering towns. Only a Mid-Missouri TV station can give you full coverage of this *whole* market. If your product is distributed in Mid-Missouri (and most national products are), give it the best possible TV support in this important 28-county area—including such cities as Jefferson City, Mexico, Moberly, Rolla and Sedalia—buy KOMU-TV, Columbia.

FACTS ABOUT THE MID-MISSOURI "ISLAND" MARKET

Population	*507,700*
Families	*156,400*
TV Households	*125,800*
Retail Sales	*$529,691,000*
Effective Buying Power	*$752,144,000*

NBC & ABC AFFILIATION
REPRESENTED BY H-R

KOMU-TV
CHANNEL 8
Columbia, Missouri

4

R. C. CRISLER & CO., INC.
Business Brokers Specializing in Television and Radio Stations

Now...4 offices to better serve you...

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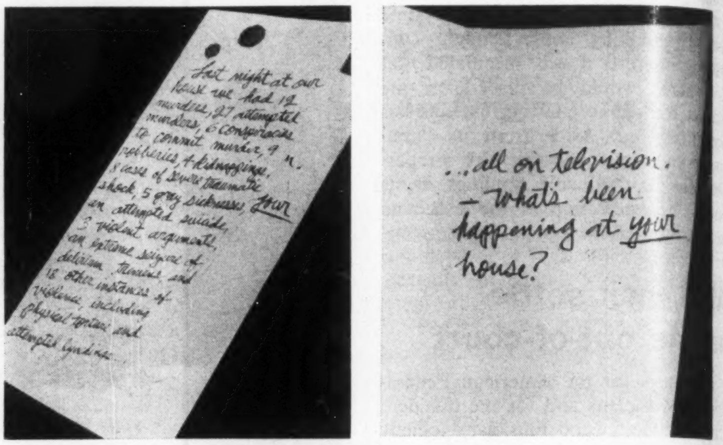
The Beatniks don't...

...but everybody else in BUFFALO prefers WBNY

Best Buy in the Buffalo Market

Call Jack Masla


Last night at our house we had 19 murders, 27 attempted murders, 6 conspiracies to commit murder, 9 robberies, 4 kidnappings, 8 cases of severe traumatic shock, 5 gory sicknesses, four an attempted suicide, 3 violent arguments, an extreme seizure of delirium tremens and 18 other instances of violence, including physical torture and attempted lynching
...all on television. — What's been happening at your house?

'Murder at my house' • Two bloody splotches adorn a contemporary greeting card in the current line of Hallmark Cards Inc., Kansas City. The cover page lists a series of blood-and-thunder horrors on television programs with the inside legend carrying a write-soon message.

A Hallmark spokesman said the card is one of its contemporary humor numbers introduced before the current quiz-rigging and payola publicity. He had no word on popularity of the card or possible impact of publicity on recent sales.

The company was described as having a strict rule against production of anything offensive. A special creative staff of writers and artists produces cards of the contemporary humor type. Hallmark sponsors the *Hall of Fame* series on NBC-TV and has used radio to promote its cards.

ened boycott, the governor's press secretary told Mr. Muhlstein the day after his protest that the conference would be open to radio, tv and newspapers alike. A similar incident took place in Los Angeles (BROADCASTING, Nov. 23), but that time the broadcasters did indeed walk out.

'Time's' face is red; Linen had quiz stock

Time magazine, which became involved in the quiz scandal hearings in Washington last month when congressmen quoted its stories about rigged quiz shows to tv network witnesses, last week learned its publisher, James A. Linen, was a 2¼% owner of Entertainment Productions Inc., the firm that produced *$64,000 Question* on CBS-TV.

Disclosure came when word got out that EPI, which has had no shows on the air since *Top Dollar* was cancelled on CBS-TV in October, was liquidating its assets and going out of business.

Mr. Linen was identified as among 30 stockholders who were notified of the company's planned demise. Officials of EPI could not be reached for comment or for identification of other stockholders. Mr. Linen acknowledged his own participation in the firm.

Mr. Linen said he obtained ownership back in 1946, when he invested $10,000 in Louis G. Cowan's then-forming production firm. Mr. Cowan and Mr. Linen were personal friends. The Cowan firm later became EPI, and Mr. Cowan sold his interest when he became an officer of CBS-TV. Mr. Linen received $10,000 in debentures, plus the 2¼% stock ownership. The debentures, which he recalls paid about 5% interest, were retired in 1955. After that date he received two dividend payments, one for about 50 cents, the other for about $1.50. Mr. Linen said he had not considered disposing of the stock ownership because it had no market value.

Barry-Enright status

The scandal-scarred quiz show *Twenty One* forced the doors closed on the tv program packaging firm of Barry & Enright. But that does not preclude Jack Barry and Dan Enright from re-opening the doors to admit other properties in the future. This may happen, Mr. Barry told BROADCASTING last Thursday (Dec. 17).

While the packaging company has not been officially dissolved, Mr. Barry indicated he would like to get back into tv program packaging and m.c. work. Since he and Mr. Enright still own a Florida radio station the two men continue to have fairly close contact, but they are otherwise currently taking separate business paths. Mr. Barry is executive vice president of Fragrance Process Co., New York, which markets a newly developed aroma process for scented advertising in newspapers and for various packaged products. When Mr. Enright was asked later the same day what his current business activities are, he replied firmly, "No comment."

• Program notes

Participants • *About Faces,* new audience participation series starting Jan. 4 on ABC-TV (Mon.-Fri., 1-1:30 p.m. EST), will have following participating sponsors: Block Drug Co. (Sullivan, Stauffer, Colwell & Bayles Inc., N.Y.); Dusharme Products Inc., (Graves & Assoc., Minneapolis); Renuzit Home Products Co. (Arndt, Preston, Chapin, Lamb & Keen Inc., Phila.), and Shulton Inc. (The Wesley Assoc., N.Y.). Program is Ralph Edwards production and will originate from Hollywood, with Ben Alexander as m.c.

Indefinite termination • Closing of the London office and termination of all British production activities for "an indefinite period," was announced by Philip N. Krasne, president of California Studios. The Hollywood tv film organization has been concentrating on preparing tv filmed programs for network exposure. The company's British-made films had been aimed at the U.S. syndication market.

Second adventurer • Dominick Dunne, executive producer of *Adventures in Paradise* (ABC-TV, Mon. 9:30-10:30 p.m. EST), has signed Ron Ely, formerly a 20th Century-Fox contract performer, as alternate-week co-star of the *Paradise* series. He will share alternate week story focus with Gardner McKay.

'Lineup' replacement • CBS-TV is replacing *The Lineup* with a variety show, *Be Our Guest,* beginning Jan. 27 (Wed. 7:30-8:30 p.m. EST). *The Lineup* was a casualty in the network's move for better program balance (BROADCASTING, Dec. 7). *Be Our Guest* will star George DeWitt, former m.c. of the defunct *Name That Tune* on CBS-TV, and will feature Mary Ann Mobley, Miss America 1958, as vocalist with the Glenn Miller Orchestra conducted by Ray McKinley. The announcement, made by Oscar Katz, vice president, network programs, said the new program would use non-professional guests and is planned as a live origination from New York. Al Singer is executive producer and head writer.

Crackdown • The Screen Actors Guild has served notice on producers of tv commercials that it plans to crack down on those violating the provisions of the Guild's collective bargaining contract, pertaining to interviews of performers. The Guild claims that it has received complaints from members charging that payment and advance notice clauses have been violated.

COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Dec. 21-25, 28-30 (11-11:30 a.m.) **Price Is Right,** participating sponsorship.

Dec. 21-25, 28-30 (12:30-1 p.m.) **It Could Be You,** participating sponsorship.

Dec. 21, 28 (10-11 p.m.) **Steve Allen Plymouth Show,** Plymouth through N.W. Ayer.

Dec. 22, 29 (9-9:30 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Sterling Drug through Norman, Craig & Kummel.

Dec. 22, 29 (9:30-10:30 p.m.) **Ford Startime,** Ford through J. Walter Thompson.

Dec. 23, 30 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy, Benson & Mather and Speidel through J. Walter Thompson.

Dec. 23, 30 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Dec. 24 (8-9 p.m.) **Pontiac Star Parade,** Pontiac through MacManus John & Adams.

Dec. 24 (9:30-10 p.m.) **Ford Show,** Ford through J. Walter Thompson.

Dec. 26 (10-10:30 a.m.) **Howdy Doody Show,** Continental Baking through Ted Bates.

Dec. 26 (10:30-11 a.m.) **Ruff and Reddy Show,** Mars through Knox Reeves and Borden through Benton & Bowles.

Dec. 26 (1:45-conclusion) **Blue-Gray Football Game,** sponsor tk

Dec. 26 (7:30-8:30 p.m.) **Bonanza,** Liggett & Myers through Dancer-Fitzgerald-Sample.

Dec. 27 (9-10 p.m.) **Chevy Show,** Chevrolet through Campbell-Ewald.

Yule sing • Three one-hour broadcasts of local choirs, called *The Voices of Christmas,* are planned by WBAL-TV Baltimore for Christmas Eve and Christmas Day. Each program is composed of five different 10-minute segments, one by each of the five choirs, with a WBAL-TV personality giving the narrative. The programs, taped in the churches, feature Catholic, Protestant and Greek Orthodox choirs. The station is donating the time and assuming the expense of the project as a public service.

Switch to tv • Robert L. Jacks Productions, Hollywood, producer of feature films for 20th Century-Fox and United Artists, last week signed with Screen Gems Inc. to produce two new series, as yet untitled, for television. Earl Felton, associate of Mr. Jacks, will write the series, which are expected to be ready for presentation in the fall of 1960.

A Top NBC Award Winner

"The Giant of Southern Skies"

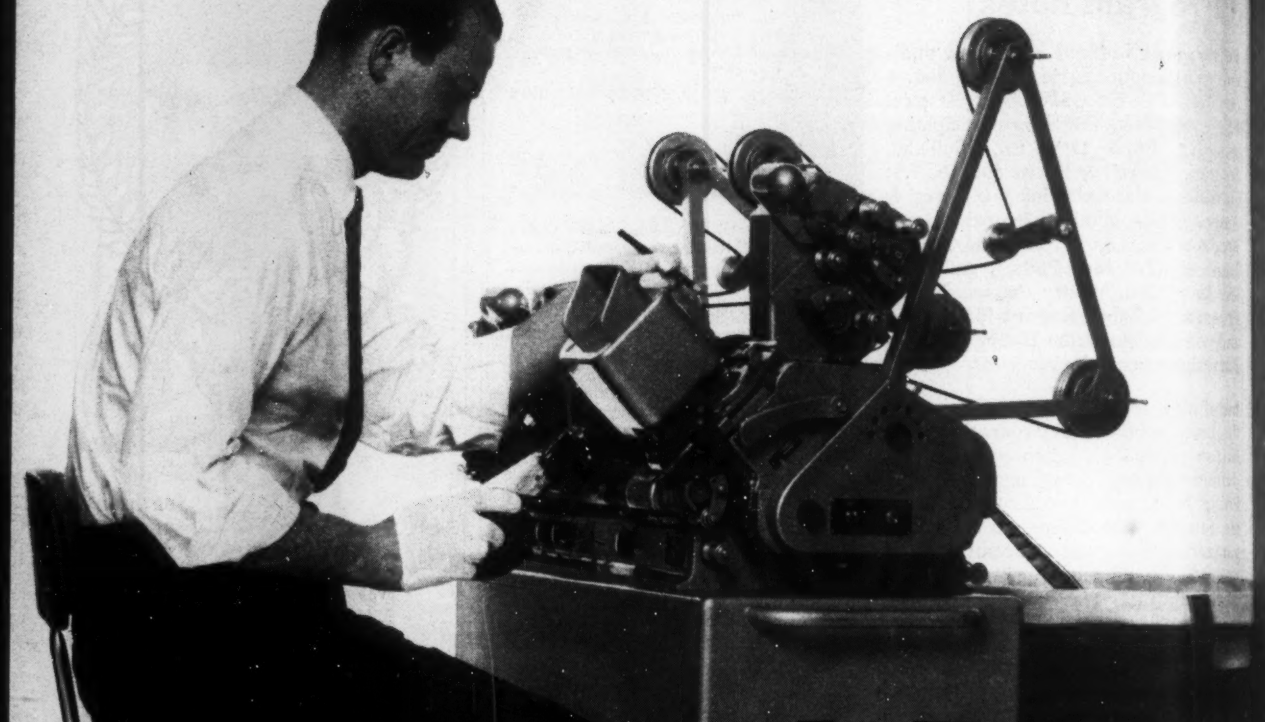
Miss Edna Seaman
WFBC-TV's Promotion Manager
For Audience Promotion in
GREENVILLE
SPARTANBURG
ASHEVILLE

Using the theme "Total Television in DIXIE AFTER DARK", Miss Seaman was one of the top 5 winners in NBC's nationwide audience promotion contest from August 11 through October 11th. She thus wins for herself an all-expense paid trip to Hollywood . . . and for WFBC-TV and its clients she maintains dominance in the Greenville-Spartanburg-Asheville market.

CHANNEL 4
WFBC-TV
GREENVILLE, S. C.
NBC NETWORK

Represented Nationally by
WEED TELEVISION CORP.

Everything u



Always shoot it on EASTMAN FILM . . . You'll be glad you did!

under control!

With film, you can edit to your heart's content—remove "fluffs," highlight the laughs. No end to the tricks in this trade, only possible with film.

You're in the driver's seat at all times ...in control, too, of time and station, whatever markets you seek.

As a matter of fact, film does three things for you . . . 3 big important things:

1. Gives you the high-polish, razor-sharp commercials you've come to expect . . . fluff-free . . . sure.
2. Gives you coverage with full pre-test opportunities.
3. Retains residual values.

For more information write:
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

East Coast Division
342 Madison Avenue
New York 17, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or

W. J. German, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Films
Fort Lee, N.J.; Chicago, Ill.;
Hollywood, Calif.

RCA development announced at seminar

Radio Corp. of America will establish a television tape engineering and application center in Los Angeles, C. H. Colledge, general manager of RCA broadcast and tv equipment division, announced Dec. 16 during the company's tv seminar in that city. H. D. Bradbury, manager of RCA film recording will be in charge of the Los Angeles activity.

"For the first time," Mr. Colledge said, "west coast tv broadcasters and those engaged in film recording with tape will have close at hand a center to which they can turn for RCA technical guidance and equipment supply. In addition to meeting the problems of specific installations, a team of RCA experts will make a series of continuing studies on the tape recording needs of both the film and broadcasting industries."

The RCA tv seminar, conducted from Dec. 14-18, was attended daily by more than 100 representatives of stations, motion picture companies and independent producers. RCA demonstrated that a color tv tape made on one RCA recorder can be played back on any other RCA machine with no perceptible loss of picture quality. In addition, the company claims, its monochrome recorder can be converted to color merely by the interconnection of a rack of color equipment.

Motorola predicts glowing year ahead

Edward R. Taylor, executive vice president of consumer products for Motorola Inc., is optimistic about 1960 business. He predicts:

Television—"The industry will sell 6.5 million sets . . . an increase of about 7% over 1959. We expect Motorola to continue to increase its share of the business with sales 20-25% higher than in 1959. Consumer purchasing power, now at an all time high, will increase and the ultimate settlement of the steel strike should remove the reins of reluctance to buy in those areas most affected by the strike . . .

"Portables will always be popular and 1960 should see further strides in 'flexibility' of a truly reliable and practical battery-operated portable set to be carried outside the home. However, the battery portable will become a permanent addition to America's viewing habits only when the screen is large enough to be viewed by several people at a reasonable distance . . .

Radio—"The industry will increase sales at least 7% over 1959 despite increased foreign competition in the radio field. Motorola is planning a 20% increase in radio sales . . . We see an exciting and growing desire on the part of consumers for more fm radio.

Stereo Hi-Fi—"1960 should witness the 'settling down' of the stereo industry. We do not expect the phonographic reproducing instruments will change very much from now on even though there will be continuing refinements."

23-inch tv set sales booming at Admiral

The 23-inch tv receiver is here to stay. By the end of 1960 it will probably account for 75% of Admiral Corp's television sales, according to Ross D. Siragusa, Admiral's president.

He reported Wednesday (Dec. 15) in a year-end statement, that Admiral's current tv sales are running about 50-50 between the 23- and 21-inch sets. He cited the bonded safety glass feature with reduction of reflection and glare in the new receiver as one reason for its popularity.

Admiral's radio and tv sales will increase in 1960, he predicted, with political conventions and elections and the 23-inch tube providing "important stimuli."

Meanwhile, National Video Corp., Chicago, announced that in cooperation with Admiral, it has started "sample shipments" of a new wide-angle 19-inch black and white tube, providing a picture about 10% larger than that of a 17-inch model. Mass production will get under way early in February.

RCA in black on color

The long promised break-through in color tv is beginning to develop, with expectations that sales "might well run 50% ahead of 1959," P. J. Casella, executive vice president of RCA consumer products, has reported. Mr. Casella said RCA is in the black for the first time on color television sales.

He told a news conference in Chicago that RCA's sales are about 30% ahead of last year on a week-to-week basis, with demand exceeding supply in some popular models.

At the same time, Mr. Casella reported, the company is selling more radios this year than at any time in its 40-year history.

Moscow-U.S. dairy program exchange

A proposed exchange of radio programs between dairy farmers of Oneida County in New York and those in the Krasnaya region of Russia—200 miles northeast of Moscow—still is being worked out, according to Gerald Prouty, vice president of WREM Remsen, N.Y. The proposal for exchange of dairy information and a milk yield contest between the two areas was made by Radio Moscow after correspondence initiated by WREM about a year ago and subsequent exchange of tapes.

Radio Moscow began airing a series of nine English-language programs to Oneida County via shortwave Dec. 9, twice daily at 7:45 and 10:45 p.m. The American broadcasts will be taped in Russian using WREM facilities sometime after the first of next year and a committee of farmers and agricultural leaders meets this week to decide on their format.

Meanwhile, the State Dept. indicated its concern whether the American programs will be broadcast as sent and Mr. Prouty said the department will monitor to assure that they are broadcast by Radio Moscow to Krasnaya dairy farmers. Mr. Prouty said Radio Moscow has assured WREM of this and that the station and Oneida County farmers are being guided by State Dept. advice. The Agriculture Dept., which is not taking an active part in the programs and contest, will furnish whatever agricultural information Oneida farmers need for the series, Mr. Prouty said.

Gayer re-elected to frequency board

John B. Gayer, consulting engineer of Omaha, Dec. 11 was re-elected a member of International Frequency Registration Board, headquartered in Geneva. The 11-man organization records all frequency assignments and advises nations on appropriate safeguards against interference. A new directive was given board members by the International Radio Conference in Geneva to perform assignments not as representatives of their respective countries but as "impartial custodians of an international public trust." The board also was entrusted with the task of preparing a new international high frequency (shortwave) broadcasting plan as well as establishment of an international frequency list.

Other members: Fioravanti Dellamula, Argentina; Alfonso Hernandez Cata, Cuba; Rene Petit, France; John Gracie, United Kingdom; Mieczyslaw Flisak, Poland; Nicolai Ivanovich Krasnosselski, USSR; Noel Robert, South Africa; Tai Kuang Wang, China; Shin Ichi Hase, Japan, and M. N. Mirza, Pakistan.

The plenipotentiary conference also adopted a resolution regarding peaceful uses of outer space communications and instructed the secretary-general to inform the United Nations and other international organizations of studies being undertaken in this field (BROADCASTING, Dec. 7).

CBC answers critics

The Canadian Broadcasting Corp. has "never succumbed to political or commercial control," Alphonse Ouimet, president of CBC stated at Toronto on December 7. Speaking at a Canadian Club luncheon on the recent criticism of the government-owned broadcasting organization he emphasized that "I know of no intention at efforts to dominate the CBC. Wilful threats to broadcasting freedoms are few and far between. . . . There have been times during the last 25 years when the strong currents which eddy about our democratic life have seemed to threaten some of the freedoms of our broadcasting system. . . . I think most Canadians, having seen what has happened in other countries realize that the freedom of their national broadcasting is one of their most precious assets."

Seven applicants for tv in Montreal

Seven applications for a second Montreal, Que., television station were filed with the Canadian Department of Transport, Ottawa, on November 30. Hearings are to be held next March at Montreal by the Board of Broadcast Governors. Three applications for an English-language station and four for a French-language station were filed with the department.

CFCF Montreal, which first applied for a tv station license 20 years ago, along with Sovereign Films Distributors Ltd., and Mount Royal Independent Television Ltd., applied for an English station license. Latter is an investment group, not in broadcasting now, and Sovereign Films has minority interests through other film companies in CHCH-TV Hamilton Ont., and CKLW-TV Windsor-Detroit.

French-language applicants are CKAC Montreal and its parent newspaper *Montreal La Presse*, which also applied for a tv station license many years ago; CKVL Verdun, Que., (a Montreal suburb) and United Amusement Corp. Ltd.; Raymond Crepault, majority owner of CJMS Montreal; and Paul L'Anglais, film producer and France-Film, a French-language film distributing company.

Canadian tv revenue

Canadian national television billings in the year October 1, 1958, to September 30, 1959, totalled $45,723,572, according to the Broadcast Advertising Bureau of the Canadian Assn. of Broadcasters. This is the first such estimate made on Canadian television. It was compiled from reports by Canadian and U.S. station representative firms and the Canadian Broadcasting Corp. to an independent auditing firm: Boyce, McCay, Duff & Co., of Ottawa, Ont.

BAB sales director Karl Steeves at Toronto, estimated an additional $20 million in local business on Canadian tv stations in the year. He estimated that the third quarter of 1959 will exceed $13 million in commissionable national business.

Canadian set sales

Canadian television set sales for the first ten months of 1959 totaled 327,632 units as against 338,895 in last year's similar period. Radio set sales were up from 434,432 in the January-October 1958 period, to 482,281 sets in the 1959 period, according to figures released by the Electronics Industries Assn. of Canada.

In both cases Ontario accounted for most sales—124,415 tv sets and 218,718 radio receivers. Quebec province followed with 76,000 tv sets and 115,723 radio sets.

Of total radio receiver sales in the first ten months of 1959, 79,860 were portables, and 100,788 were for automobiles.

Tv 'co-production'

An increase in co-production in Europe is anticipated by Kenneth Herts, president of Herts Lion, a Hollywood tv film production company. Mr. Herts returned to the U.S. last week after signing agreements with a Swedish and a German film company for two new series.

Mr. Herts estimates that via a co-production deal, the cost of creating a tv film series can be reduced 40%. He says "complete and wonderful cooperation" is obtained from a European partner. Mr. Herts' European projects include *13 Demon Street,* which is being filmed at Nordisk Tonefilm Studio in Stockholm, and *The Sword and The Cross,* a dramatization of famous epics ("Ben Hur," "Ten Commandments," "David and Goliath"), which will be produced in Italy next summer by Frank Wisbar, known in the U.S. for his *Fireside Theater.* Mr. Wisbar has been active in German films the past several years.

• Abroad in brief

'Lassie' in Yugoslavia • *Lassie* series has been sold to Yugoslavia's government tv station, bringing to 32 the number of countries telecasting the canine's adventures. According to Abe Mandell, international sales director of International Television Corp., which handled the sale, the program will be paid for in U.S. dollars. Foreign markets carry the program in sixteen different languages, either by dubbing or use of sub-titles.

Microwave system • RCA Victor Co. Ltd., Montreal, Que., was awarded a $20 million contract by Canadian National Railways for a 1,200 mile microwave communications system from Grande Prairie, Alta., to the Yukon-Alaska border. System will connect with Alaska telephone facilities at northern end and Canadian landline at southern end. System is to be ready in about two years and will probably be used to provide television microwave service to northern Canada and Alaska.

Eastern sales • NTA International has reported its first sales in the new television markets of India, Lebanon, Cyprus and Iran. J. Remi Crasto, general manager of NTA International sales in the Far East and Near East, said short subjects were sold in India, and cartoons and children's programming in Lebanon, Cyprus and Iran (all outlets are government sponsored). Mr. Crasto, who returned from a three-month selling trip in 19 countries in this area, said the potential for the U.S. tv film industry is "excellent," though he conceded that development of these markets would take time. He pointed out that in many areas, the price of sets is prohibitive for most persons but he envisions progress over a period of several years. Mr. Crasto observed that in Iran, there are plans for extension of tv service to all principal localities, and said tv is set to begin shortly in Egypt, Syria and Turkey.

1949 10th 1959
anniversary
WOC-TV Ch. 6

Davenport, Iowa—Rock Island—Moline, Illinois
The Nation's Forty-Seventh TV Market

On October 31, 1949, WOC-TV went on the air. FIRST in the Quint-Cities — FIRST in Iowa. This was in keeping with the foresight and courage of Colonel B. J. Palmer, who had pioneered the first radio station west of the Mississippi in 1922.

In 1949, there were less than 400 TV sets available to receive WOC-TV's first broadcast. On this 10th anniversary date, there are more than 438,000 sets in a 42-county area. WOC-TV land today is rated as the 47th TV market in the nation.

WOC-TV continues to maintain its leadership and success in serving its viewers and its advertisers.

Your PGW Colonel has all the facts. See him today!

WOC

PRESIDENT Col. B. J. Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shaffer

THE QUINT CITIES

DAVENPORT
BETTENDORF } IOWA

ROCK ISLAND
MOLINE
EAST MOLINE } ILL.

TV channel 6

PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

NBC

WOC-TV DAVENPORT, IOWA IS PART OF CENTRAL BROADCASTING CO., WHICH ALSO OWNS AND OPERATES WHO-TV AND WHO RADIO, DES MOINES, IOWA.

1
United Press International news produces!

FATES & FORTUNES

Broadcast Advertising

Mr. Beirn

• F. Kenneth Beirn. advertising director of Revlon Inc. since last February, resigns to join General Development Corp., Florida real estate company, as consultant. Earlier he had been president of C.J. LaRoche & Co., senior vp of Erwin Wasey, Ruthrauff & Ryan; executive vp of Ruthrauff & Ryan and president of Biow-Beirn-Tiogo, all New York.

• James R. Hill, Gordon G. Rothrock and Robert S. Spaeth, brand supervisors at Leo Burnett Co., Chicago, appointed vps.

• Joseph R. Cross, formerly vp at Compton Adv. and Robert E. McGhee, formerly account supervisor on packaged goods for Lennen & Newell, to Lever Bros., N.Y., both as product managers, Lever Div.

• Henry P. Stockbridge and James M. Symington, account executives in New York office of Young & Rubicam, appointed vps.

"YOUR INCOME TAX"

Radio's newest and most timely program feature is yours (maybe) for but peanuts per week.

63 STATIONS HAVE ALREADY SNAPPED UP THIS PACKAGE OF THIRTY-SECOND TAX TIPS AS RECORDED BY LEE GRAY, DIRECTOR OF J. K. LASSER INSTITUTE. (THEIR BOOK HAS SOLD 11,000,000 COPIES.)

10 tips per week—13 weeks—for ½ your minute rate. $10.00 maximum weekly cost.

Grab it for your market, exclusively.

Call or write . . .

DON LASSER, WICH Radio,
NORWICH, CONN.
TUrner 7-1613

Mr. Hatch

• William E. Hatch, senior vp and comptroller of Ted Bates & Co., N.Y., elected treasurer. He joined Bates in 1954 and was elected senior vp earlier this year. Mr. Hatch had previously been with accounting firm of Arthur Andersen & Co. Robert J. Preis. assistant comptroller who joined Bates in 1956, named assistant treasurer and assistant vp. Leicester H. Sherrill, vp and account supervisor at Ted Bates, will retire Jan. 1. Mr. Sherrill joined Bates in 1952, following 15 year tenure as vp of BBDO.

• John J. Odell, with advertising-merchandising department of Quaker Oats Co., Chicago, for past 25 years, joins Keyes, Madden & Jones, that city, as vp, member of plans board and account supervisor effective Jan. 15.

• Dale R. Arvidson, formerly radio-tv director of Grubb & Petersen Adv., Champaign, Ill., promoted to vp in charge of account service and broadcast activities and elected to board of directors. Robert E. Smith succeeds Mr. Arvidson as radio-tv director. F. E. (Gene) Wilder named corporation secretary in addition to duties as art director. N.L. (Mike) Wilson named creative director, succeeding Leon L. Petersen who resigned.

• A.A. Medica, hi-fi sales manager of Admiral Corp., Chicago, promoted to tv sales manager. Clarence B. Flinn, formerly southern regional sales manager, succeeds Mr. Medica.

• Fred R. Hansen, formerly media director at Aubrey, Finlay, Marley & Hodgson, Chicago, and William Quigley Jr., formerly with W.A. Alexander & Co., to media department of Foote, Cone & Belding, that city.

• James Sage, account executive with Compton Adv. Inc., N.Y. transfers to agency's Los Angeles office as account supervisor. John Anderson, art director with McCann-Erickson, N.Y., joins Compton, L.A., in similar capacity.

• Robert D. Putman elected vp-director of sales and marketing of F.C. Russell Co., Columbiana, Ohio, door, window and home improvement manufacturer. He will be in charge of marketing all Rusco products in U.S. and Canada.

• Otis Winegar, formerly vp and creative director at Knox Reeves, Minneapolis, to Dancer-Fitzgerald-Sample, N.Y., as copy supervisor.

Mr. Daiger

• Robert E. Daiger, executive vp of VanSant, Dugdale & Co., Baltimore advertising agency, named president, effective Jan. 1, succeeding Wilbur VanSant, founder and president of firm since 1914 and chairman of board, who continues as member of plans board. Nicholas VanSant, appointed vp in addition to duties as secretary and treasurer. Lawrence R. O'Neill and Robert V. Walsh also named vps.

• Ernest Fladell and Leslie A, Harris are principals in new agency, Fladell/Harris Adv. Co., N.Y., which has opened office at 352 W. 56th St. Telephone is Judson 6-1141. Mr. Fladell was until recently creative director of advertising department of National Telefilm Assoc. and Mr. Harris was assistant to president of NTA Program Sales. Agency will specialize in tv trade advertising but also will service general consumer accounts.

• Bernard G. Rassmussen, broadcast media manager of Fuller & Smith & Ross, N.Y., named associate media director. Other F&S&R appointments: William Olson as account executive; Ned Tolmach and Joel Frankfort, both as associate account executives.

• Hubert A. Zielske, vp at Foote, Cone & Belding, N.Y., and national director of advertising research and assistant to national director of media and research, transfers to agency's Los Angeles office as director of research. He succeeds Ray Robinson who is retiring.

IF YOU'RE CHARGED WITH

LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

Be ready with our unique
EXCESS INSURANCE
Adequate protection against embarrassing loss at amazingly moderate cost. Write!

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.

• Albert H. Clem, sales and service executive for Pennsalt Chemical Corp., Philadelphia, promoted to vp of marketing. George R. Lawson, formerly director of marketing for Pennsalt's industrial division, named general manager of chemical specialities division.

• Dodds I. Buchanan, account executive and director of marketing and research of Nahas-Blumberg Corp., new Houston advertising firm, promoted to agency manager. Helen Macarthy joins copy department.

• Richard M. Palmer, formerly pr account executive at Young & Rubicam, N.Y., to BBDO, that city, as pr supervisor on Campbell Soup and Westclox accounts.

• Nicholas C. Wolf, formerly with Edward H. Weiss & Co. and Leo Burnett Co., and Robert DaVee, previously head of own sales promotion-merchandising firm, to H.W. Kastor & Sons Adv., Chicago, as account executives.

Mr. McCaslin

• Leign S. McCaslin Jr., formerly advertising coordinator of DX Sunray Oil Co., Tulsa, elected vp of Potts-Woodbury Inc., Kansas City advertising agency. He heads new Tulsa office and in addition will serve as account supervisor on DX Sunray account.

• Kenneth W. Kear, formerly copy group head of Grey Adv., N.Y., and Donald J. Sauers, formerly copy group supervisor at Ketchum, MacLeod & Grove, Pittsburgh, to Ted Bates & Co.'s New York office, as copywriters. Alan Hahn, formerly copy group head at McCann-Erickson, and Ned C. Smith, formerly creative chief at Maxwell Sackheim and Transfilm Inc., to same office as copywriters.

• Emanuel Greenberg, formerly copywriter with Norman, Craig & Kummel, N.Y., to Ogilvy, Benson & Mather, that city, in similar capacity.

• Richard H. Gratiot, formerly copywriter in sales promotion department of Kling Studios, Chicago, joins copy staff of Wentzel & Fluge, advertising and pr firm, that city.

• Henry Arnau, formerly copywriter with McCann-Erickson, N.Y., to copy department of Victor A. Bennett, that city.

Mr. English

Mr. Lawton

• James R. English Jr., associate media director at Kenyon & Eckhardt, N.Y., and Alfred A. Lawton, senior account executive, named vps. Mr. English joined K&E in May, 1959, following service with media department of Young & Rubicam. Mr. Lawton formerly was account executive at Paris and Peart and also was with General Foods.

The Media

• Frank Atlass, commercial sales manager of WBBM-TV Chicago and acting general manager of CBS-owned station, retires. Harriet Atlass, public affairs director, also retires, both closely following retirement of H. Leslie Atlass, CBS vp and general manager of WBBM-AM-FM-TV. (Week's Headliner, Dec. 14).

• Melvin P. Knoepp, formerly chief announcer and promotion director of KFMU (FM) Los Angeles, named general manager of KFMW (FM) San Bernardino, Calif., succeeding Chester A. Humbert. Both are outlets of Sherrill C. Corwin group.

• Ralph Petti Jr., formerly sales manager of KJAX Santa Rosa, named sales manager of KROY Sacramento, both California. Robert Doherty, previously account executive with KJAX, joins KROY in similiar capacity.

• John A. Cherberg, formerly salesman for KIRO-TV Seattle, Wash., appointed national sales service manager. John R. Evans Jr., joins KIRO-TV as account executive.

Mr. Hahn

• Herbert R. Hahn, pr director of American Broadcasting - Paramount Theatres, N.Y., elected vp. Mr. Hahn joined company in 1949 and after several promotions was placed in charge of stockholder relations, responsibility he retained until assuming present post in 1957.

• Joe H. Baker named local sales man-

SOUTHWEST—250 watt, fulltime radio station grossing $65,000.00 annually, with good real estate and building. Owner netting approximately $25,000.00 yearly. Sale price $90,000.00—with $25,000.00 down and balance paid out over ten years.

MIDWEST—500 watt daytimer operating from combination studio-transmitter building—Grossing about $73,000.00 annually—Priced at $95,000 with 29% down —Balance on attractive terms.

WEST TEXAS fulltimer semi-major market with lots of growth future. NBC outlet grossing in excess of $100,000.00. Price $150,000.00 with 29% down.

HAMILTON-LANDIS & ASSOCIATES, Inc.

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EXecutive 3-3456

CHICAGO
Richard A. Shaheen
1714 Tribune Tower
DElaware 7-2754

DALLAS
DeWitt 'Judge' Landis
1511 Bryan Street
RIverside 8-1175

SAN FRANCISCO
John F. Hardesty
111 Sutter Street
EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

ager of KMTV (TV) Omaha, Neb., succeeding Dick Charles who advances to regional sales manager.

Mr. Beindorf

• Ray L. Beindorf, formerly account executive with CBS-TV Spot Sales, N.Y., appointed general sales manager of KNXT (TV) Los Angeles and CBS-TV Pacific Network, effective Jan. 1. He previously served as account executive for KNXT and CTPN from 1953-1956.

• Franklin Sission, account executive with WOOD-TV and previously program director WOOD-AM-TV Grand Rapids, Mich., promoted to assistant tv sales manager. William Knowles appointed assistant promotion director, succeeding John Burpee who moves to WJAR-AM-TV Providence, R.I., as promotion manager.

• Bob Adams, formerly program director of WAKE Atlanta, joins WITH Baltimore in similar capacity, effective Jan. 1.

• Loren Hollembaek, sales promotion manager of WBBM Chicago, to Adam Young Inc., that city, as account executive on radio.

• Mark Riley, formerly with network tv sales of ABC Central Div., to NBC-TV Central Div. as account executive.

• John N. Beebe, account executive with WBKB (TV) Chicago, transfers to ABC-TV Central Div. in similar capacity.

• Les Hunt, Texas sales manager and office manager of KHOU-TV Houston, promoted to Texas and New Orleans sales representative for Corinthian stations, KOTV (TV) Tulsa, WISH-AM-TV Indianapolis, WANE-AM-TV Fort Wayne, Ind., KXTV (TV) Seattle, and KHOU-TV.

• Thomas V. Toy, formerly account executive at ABC, N.Y., to CBS, that city, in similar capacity.

• Robert Brockman, formerly account executive with Crosley Broadcasting Corp.'s Chicago office, appointed manager of new Minneapolis office of The Branham Co., rep firm.

• Jack M. Duffield, formerly salesman for KTTV (TV) Los Angeles, joins sales staff of KTLA (TV), that city, as account executive.

• Walter Stark, formerly with Reuben H. Donnelly Corp., N.Y., joins WNTA Newark, N.J., as account executive.

• Lee Clymer, formerly free-lance art designer, joins KABC-TV Los Angeles as assistant sales promotion art director, succeeding Barnard Nagler, who moves to Broadcast Div. of NAFI Corp.

• Philip Shandler, formerly with CBS News and *Long Island Press*, New York, to news staff of WNEW, that city.

• Dr. Frank Stanton, president of CBS Inc., and Mrs. Stanton plan holiday to New Delhi, India, around Christmas Eve. They will return soon after first of year.

Press Club elects

Ed Edstrom, correspondent for the Hearst Newspapers' Washington bureau, running unopposed, was elected president of the National Press Club, Washington, last week. He succeeds William Lawrence of the *New York Times*.

Also elected without opposition were John P. Cosgrove, Broadcasting, vice president; Barney L. Livingstone, AP, secretary; Joseph A. Dear, Dear Publications & Radio, treasurer, and George B. Bryant Jr., McGraw-Hill Publications, financial secretary. In the three-way race for board of governors, (3-year terms), Bryson B. Rash, NBC, and Ernest L. Barcella, UPI, were victorious.

The new officers will be installed Jan. 15.

Mr. Kenehan

Mr. Hildreth

• Edward F. Kenehan and Richard Hildreth, Washington attorneys, named partners of Washington law firm of Spearman & Roberson, effective Jan. 1. Mr. Kenehan, formerly FCC Broadcast Bureau chief, is presently member of Washington legal firm of Haley, Wollenberg & Kenehan which he joined in 1957. Mr. Hildreth has been with Spearman & Roberson for two years.

• Bill McMillan, formerly news director for KOMA Oklahoma City and WHB Kansas City, appointed news director of KRLA Los Angeles.

• Jerry Joiner, formerly air personality and chief announcer of WNOR Norfolk, Va., named program director.

Mr. Virgien

• Norton I. Virgien Jr., formerly commercial manager of WKNB West Hartford, Conn., named station manager. He previously managed WFEA Manchester, N.H. and WEZE Boston.

• Jack Fentress, formerly tv director, WSAZ Huntington, W. Va., appointed production-video tape manager. Jim Richards named producer-director. Both were previously with KNOE-TV Monroe, La., as directors.

• George Sander, assistant tv director with WTOP-TV Washington, promoted to director, succeeding Norman Gorin who joins CBS News and Public Affairs Dept. that city. Arthur (Duke) Struck, floor director, named assistant director.

• Mrs. Edloie Van Camp, sales service manager of KBIG Avalon, Calif., promoted to public service director of that station's Hollywood office. Barbara Curran appointed sales service manager.

New NBC posts

NBC's new Enterprises Div. will operate with four units, domestic, international enterprises, theatrical enterprises and new enterprises development, it was announced last week by Alfred R. Stern, divisional vice president, who was appointed last month (Week's Headliners, Nov. 16).

Morris Rittenberg is named director of domestic enterprises; he was manager of special program sales for NBC-TV. Clifford W. Slaybaugh, manager of associated companies, international operation, is international enterprises unit director and will also serve as vice chairman of the board of NBC International Ltd. Mr. Stern continues to supervise theatrical and new enterprises. Other appointments within the units: Robert Max, manager of NBC merchandising, to manager of merchandising for domestic enterprises; in international enterprises Richard L. Berman continues as manager of facilities, Alvin Ferleger as manager of administration and sales development and William J. Schmitt as business manager.

• DAVID P. WALKER, formerly traffic manager of WWLP (TV) Springfield, Mass., appointed merchandising field representative. JOHN R. HUGHES joins WWLP as account executive.

• BILL REYNOLDS, announcer with WTMJ Milwaukee, named assistant program manager. GORDON HINKLEY appointed popular music supervisor of WTMJ-AM-FM.

• ORVILLE K. GIBBONEY named chief technical supervisor of WTAR-AM-TV Norfolk, Va.

• GEORGE W. FLOOD, formerly with sales department of Steelcase Inc. (office furn.), Grand Rapids, Mich. and FREDERICK W. ROHE, formerly assistant to sales manager of Union Carbide, N.Y., to sales staff of WVOX New Rochelle, N.Y.

• SCOTT BURTON, formerly program director of KFRC San Francisco, joins WHK Cleveland as assistant program director and air personality.

• RON ABELSON, formerly district sales manager with Fluid Chemical Co., joins sales staff of WFYI Mineola, N.Y. SIDNEY FRUCHTER, formerly sales presentation writer with CBS, N.Y., and ARTHUR C. RAY JR., formerly head of own insurance company to WFYI in sales department.

• NICHOLAS H. ROBINSON appointed assistant program manager of WREB Holyoke-Springfield, Mass. He formerly was program manager of WARE Ware, Mass.

• BILL GORMAN to sales staff of KFRC San Francisco. Formerly he was with KEWB, that city, in similar capacity.

• MRS. CLAUDIA BENNETT joins sales staff of WSWM (FM) East Lansing, Mich.

• JOHN CARVER, formerly air personality with KTLN Denver, joins KVI Seattle in similar capacity.

• GRANVILLE (GRANNY) HAMNER, formerly major league baseball player (Cleveland Indians and Philadelphia Phillies) joins WEZL Richmond, Va. as account executive and sportscaster.

• ROBERT E. LEE, formerly air personality with WTRU Muskegon, moves to WJBK Detroit, both Michigan, in similar capacity.

• PAT PATTERSON, formerly air personality with KFBI Wichita, Kan., joins WYSE Lackland, Fla., in similar capacity.

• RICHARD H. TAYLOR, formerly senior staff announcer of WBTW (TV) Florence, S.C., resigns.

• TOM TORRANCE, formerly air personality with WDSM Duluth, Minn., joins WERC Erie, Pa.

• JACK MCCOY, KEEL Shreveport, La.; RUSS STRINGHAM, KTAC Tacoma, Wash.; DAVE CLARK and LEE PERKINS, KILT Houston, Texas; RON BAILIE KOVO Provo, Utah and DEL OLNEY, KEX Portland, Ore. all join KJR Seattle, Wash. as air personalities, forming new staff.

• JACK PYLE, air personality with WIP Philadelphia, in serious condition following auto accident last week. GENE KELLY, who resigned as announcer of Philadelphia Phillies games last week, is substituting for Mr. Pyle.

Programming

MR. DUBOIS

• WILLIAM DUBOIS, director of operations and sales planning at Independent Television Corp., N.Y., appointed vp in charge of Chicago office. Mr. Dubois will be administrative head of all ITC's sales offices in that city.

• HAROLD J. KLEIN, New York account executive and assistant to president of ABC Films Inc. since last May, named vp in charge of business affairs. Mr. Klein will be responsible for contract negotiations and will be chief liaison officer for ABC Films with producers. Before joining company, Mr. Klein was with JJ Theatres of New York for 17 years, latterly as executive vp.

• JIM HARDIMAN, previously with promotion staff of Disneyland and CBS-TV publicity department, appointed publicity director of Screen Gems, succeeding JERRY HOFFMAN, who resigned.

• PHIL WILLIAMS, eastern division sales manager of syndication branch of United Artists Television, N.Y., appointed acting syndication sales manager, succeeding WADE CROSBY who assumes post as special sales representive for UA-TV.

• WILLIAM NEWTON, formerly with C & C Productions, to Sarra Inc., Chicago film producing firm, as executive producer. MARVIN BAILEY, acting production manager, promoted to executive director and production manager. HAL MORROW, formerly with Kling Studios, that city, named business manager. HAROLD LIGNELL, formerly with Burton Holmes, appointed lab manager.

CBS

WBNS RADIO

COLUMBUS, OHIO

John Blair & Co., Representatives

Pulse asked, "If you heard conflicting news reports on Columbus radio, which station would you believe?" We were a solid first—in fact, 44.3% ahead of the second station in believability.

Hal Toleman, casting director, assumes additional duties of associate producer.

• Frank Baur, formerly vp in charge of production for Four Star Films, named director of film production operations of CBS-TV Network, Hollywood.

• Robert Soderberg, formerly agency producer for Benton & Bowles on Ann Sothern and Robert Taylor tv series, joins Four Star Television as staff producer.

• Frank LaTourette, producer of CBS-TV's *Lineup* and formerly with Mark VII, joins Hollis Productions as producer of *Emergency Ward*. Hollis is producing division of Paramount Television Productions.

• Terry O'Neill, formerly vp and general sales manager of Associated British Pictures Corp., to sales staff of Governor Television Attractions, N.Y.

Equipment & Eng'ring

• Rear Adm. Frederick J. Bell, USN ret., senior vp in charge of industrial and public relations for Sylvania Electric Products Inc., subsidiary of General Telephone & Electronics Corp., to Washington, D.C., office of GT&E, effective Jan. 7. He will be in charge of coordinating activities between GT&E, Sylvania Electronic Products and the Federal Government.

• Robert W. Jamason, formerly personnel director of RCA Communications Inc., promoted to vp in charge of personnel. He will also head U.S. and foreign labor relations activities for RCA. Mr. Jamason has been with company 25 years.

• Edward S. Weyl, general counsel and board member of International Resistance Co., Philadelphia, appointed vp and director of business and planning.

• Alfred di Scipio, formerly management consultant of McKinsey and Co., (international management consulting firm), N.Y., to International Telephone and Telegraph Corp., that city, as vp and director of marketing.

• Lt. Gen. C. S. Irvine, former U.S. Air Force Deputy Chief of Staff for materiel, joins board of Houston Fearless Corp. early next year.

• Les Brettman promoted from purchasing administration manager to operations planning manager at Motorola Inc., Chicago. He will serve as liaison with manufacturing, engineering, purchasing and marketing departments.

• Kenneth Wyborny, formerly electronic manufacturers representative and electronics systems foreman of Regulus missile for U.S. Navy, forms Wyborny Sales Co., Dallas. Firm will serve electronic parts distributors, commercial sound specialists and communication specialists in Arkansas, Louisiana, Oklahoma and Texas. Location is 408 Merchandise Mart. Phone Riverside 8-6139.

• William A. Kraus, formerly customer sales representative for New Jersey Bell Telephone Co., appointed eastern regional sales manager of Motorola Semiconductor Products Div., Ridgefield, N.J. Jack Pyle named western regional sales manager for that division, Hollywood.

Government

• William R. Tincher named associate director of FTC's Bureau of Litigation. He formerly served bureau as assistant director for antimonopoly. His broadcasting experience includes tenures with KANS Wichita, KWBW Hutchinson as announcer, and KSOK Arkansas City, all Kansas, as director of news and special events.

• John C. Currie, formerly with U.S. Maritime Administration and FCC electronics engineer for 10 years prior to that, joins Office of Civil & Defense Mobilization telecommunications staff as deputy director of Policy and Standards Office. Charles A. Brooks, previously FCC engineer for 10 years and more recently with U.S. Air Force Headquarters, named deputy director of OCDM Engineering Office.

International

• Lyal D. Brown, director of information services of CBC for English networks, Toronto, appointed executive assistant at CBC, Ottawa, to H.G. Walker, general manager of English-language network broadcasting. Bill Dulmage appointed special pr assistant to A.K. Morrow, chief executive of CBC, Toronto. Don MacDonald named director of information services for CBC, Toronto.

• William Guild, manager of CJVI Victoria, B.C., and formerly president of Canadian Assn. of Broadcasters, named president of CJVI, succeeding late Harold Carson.

• J. Murray Powers, account executive, international, at Grant Adv., N.Y., named to head agency operations in Ceylon, Pakistan and India.

Deaths

• William Main Johnson, 72, first manager of Canadian newspaper-owned radio station (former CFCA Toronto) and president of the Canadian Assn. of Broadcasters, 1928-29, died at Toronto's suburban Oakville, Ont., Dec. 11. He joined *Toronto Daily Star* in 1910 and was promotion editor when CFCA was originated. He was instrumental in starting the Canadian Assn. of Broadcasters.

• Louis A. Weil, 82, editor and publisher of *The Port Huron* (Mich.) *Times-Herald*, died Dec. 10, following long illness. *Times-Herald* operates WTTH Port Huron. Among survivors is son, William, sales manager of WTTH.

• Sidney J. Natkin, 56, marketing executive at Helene Curtis Industries for past month, and previously vp and account supervisor on Curtis at Gordon Best Co., Chicago, died Dec. 12 in Highland Park, Ill.

• Victor Schiff, 53, senior vp of Carl Byoir & Assoc., New York pr firm, died Dec. 16 in that city following many years of declining health. Mr. Schiff was in charge of A&P food store account.

• Dr. Oliver E. Buckley, 72, retired board chairman of Bell Telephone Laboratories Inc., died of pneumonia Dec. 14 in Newark, N.J. He joined Bell Labs in 1925, became president in 1940, chairman of board in 1951 and retired as director in 1955.

America's Leading Business Brokers

Interested in buying or selling Radio and TV Properties?

When your business is transacted through the David Jaret Corp., you are assured of reliability and expert service backed by over 36 years of reputable brokerage.

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CORP.

FANFARE

Records for charity

When three recording companies, a retail record store, a national advertiser, an advertising agency and a group of radio stations collaborate on a venture in which profit is foregone to raise funds for a deserving charity, the story becomes a shining illustration that people can be activated by motives other than personal greed, even in a world allegedly dominated by rigged tv quizzes, d.j. payola and dishonest advertising.

The store is the House of Sight & Sound, "the most complete music and high fidelity center west of Chicago," according to its radio commercials, which give its location as "Victory and Van Nuys, in the heart of Van Nuys," a Los Angeles suburb. Each year, starting the Saturday after Thanksgiving and continuing until Christmas Eve, the House of Sight & Sound conducts a "Christmas Mood" promotion. They sell special albums donated in quantity by two or three record companies and turn over the full retail price ($3.98 monaural, $4.98 stereo) to Pacific Lodge Boys Home, a Community Chest agency which provides a home life for some 60 boys while attempting to help them solve emotional problems that have resulted in antisocial behavior.

The promotion opens with a three-hour Christmas Mood Party at which only the special albums are sold. Radio, tv and recording stars are on hand to autograph the albums, which this year are Warner Bros.' "Happy Holiday" by Wally Stott's orchestra and chorus; RCA Victor's "Christmas Sound Spectacular" by John Klein; and Columbia's "Songs of Christmas" by Norman Luboff. The event was promoted with multiple announcements broadcast by the four radio stations which form the nucleus of the store's year-round radio promotion: KLAC, KPOP and KMPC Los Angeles and KGIL San Fernando. KMPC additionally originated its evening record program from the House of Sight & Sound during the three-hour (6:30-9:30 p.m.) period.

Miller Brewing Co., Milwaukee, sponsored a half-hour telecast of the party from the store on KTTV (TV) Los Angeles, where two masters of ceremonies, Bill Stewart and Dick Wittinghill, both well known disc jockeys, interviewed 11 of the many celebrities on hand. (Spotlight, an organization of actors and actresses living in the San Fernando Valley, rates a bow for rounding up the guest talent for the event).

The Miller commercials were purely institutional, a 20-second opener and a 15-second closing spot thanking Southern Californians for making Miller High Life so popular there.

The police on hand to direct traffic estimated that between 3,500 and 4,000 people went through the store during the three-hour party on Nov. 28. In the excitement, that night's sales were not totaled, but the Saturday-Sunday sales of the three special albums totaled $1,700, nearly half as much as the total sales of $3,500 worth of special records sold during the entire four-week Christmas Mood promotion of 1958. The store held a private cocktail party for the stars after the public party had ended, but admitted only those stars who bought one or more of the special albums.

Tilds & Cantz, Los Angeles agency for the House of Sight & Sound (which also placed the special telecast for Miller in lieu of its regular midwestern agency) used its commission to purchase the special albums, which will be the agency's gifts to its clients this Christmas. T & C's Alan Berger produced the telecast.

Flack for 'Flack'

Colonel Humphrey J. Flack, a syndicated half-hour series about to end its run on WWJ-TV Detroit, suddenly ended up on the front page of Detroit newspapers instead.

The Colonel's unexpected publicity was the result of a tongue-in-cheek protest over the program's impending demise by the Crisis Club, a Detroit organization of 350 business, civic and professional leaders. The club staged its gripe in a paid 200-line ad in the *Detroit News*.

The ad, headlined "Rally Round the Flack—An Un-Rigged Letter to Disgruntled Detroiters" read in part: ". . . Colonel Flack has the distinction of not being a quiz master, a sheriff or a private eye. It is not a great show but it's imaginative, urbane and pretty funny and it provides relief from dreary newspaper headlines. . . .

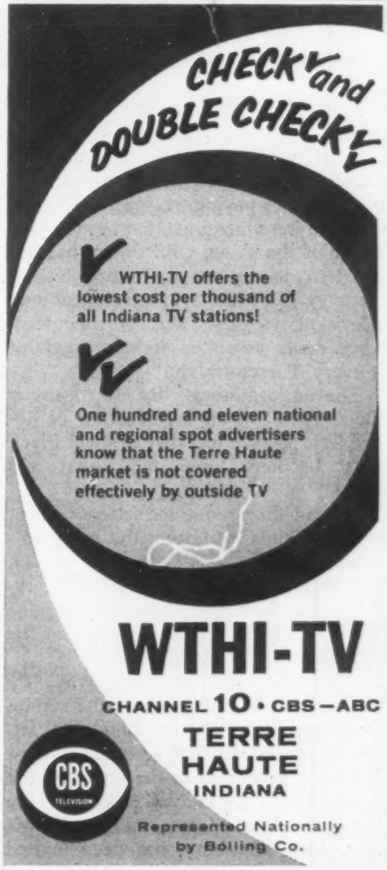
"So last week we told the lads at Station WWJ-TV that if there is an organi-

More than
Half Measure

More than 50% of Iowa's
734,600 tv homes are in
the WMT tv area.

An average of better than
50% of these sets are
tuned to

WMT-TV
Cedar Rapids—Waterloo
CBS Television for Eastern Iowa
(Eastern Iowa's that's-what-three-consecutive-ARB-surveys-show station)
National Reps: The Katz Agency

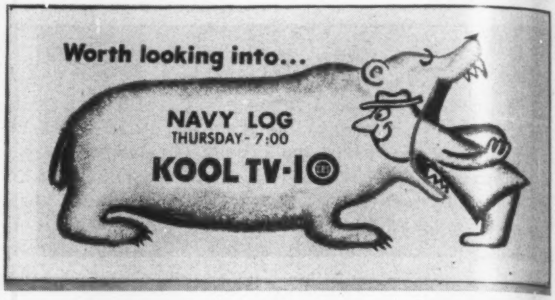


✓ WTHI-TV offers the lowest cost per thousand of all Indiana TV stations!

✓✓ One hundred and eleven national and regional spot advertisers know that the Terre Haute market is not covered effectively by outside TV

WTHI-TV
CHANNEL 10 • CBS—ABC
TERRE HAUTE
INDIANA
Represented Nationally by Bolling Co.

KABL Music
DIAL 960
SAN FRANCISCO'S GOOD MUSIC STATION



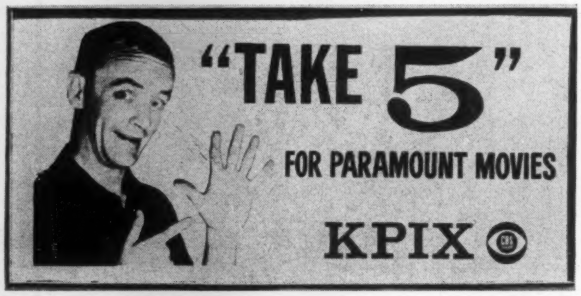
Broadcasters and billboards • More and more western broadcasters are turning to outdoor advertising to capture the attention of the large auto-audience.

According to the West's largest outdoor operator, Foster & Kleiser Div. of W.R. Grace Co., at least 35 western stations used outdoor advertising in 1959, with campaigns running from one month to a full year. About three radio stations use the billboards for every tv station using them.

Broadcasters use outdoor to tell a variety of messages:

- To announce a major innovation like a station's debut on the air (KLYD-TV Bakersfield, Calif.).
- To promote a change in call letters (KVAN to KISN Portland, Ore.).
- To herald a change in program format (Don Lee's KHJ Los Angeles and KFRC San Francisco with a switch to "radiant radio").
- To advertise a change in network affiliation (KING-TV Seattle).

Occasionally, a broadcast advertiser will use outdoor boards to promote listening to his radio or tv program. A current example is Ford, which is using the medium for its *Startime* series on NBC-TV. And, in some cases a station



FORD MOTOR COMPANY presents
STARTIME
tv's finest hour tuesday nights in living color on NBC
OCTOBER 6
9.30 PM ON
CHANNEL 4
ROSALIND RUSSELL
MAURICE CHEVALIER
IN
"THE WONDERFUL WORLD OF ENTERTAINMENT"

zation known as 'The Friends of Colonel Flack' we could be talked into becoming dues-paying members. Whereupon we were informed that . . . the producer of the show, CBS Films, has decided to discontinue it. Colonel Flack, we were told, has a low rating among television viewers. This is ridiculous. They never asked us and we giggle at it every Tuesday night."

The ad continues: "By no means is the Crisis Club an organization of do-gooders. . . . We feel that Colonel Flack must be kept alive and visual and vocal."

The ad then requested letters be sent to CBS Films informing the program's producers that "this is an outrage that we won't tolerate. As long as everything else is rigged, let's rig this one good. Culturally yours, Members of the Crisis Club of Detroit."

After the ad's appearance, WWJ-TV reports that CBS Films and the station itself received "several hundred" letters of protest. In fact, so much interest has been generated in the series by the Crisis Club that several sponsors are inquiring about re-runs, and the show's star, Alan Mowbray, has been invited to Detroit to make a speech.

Critics' golden chance

In a series of four weekly contests, starting Dec. 6, WRCA-TV New York asks viewers to write and submit reviews of the feature pictures shown daily on *Movie 4*. For writing the best review of the week, based on aptness of thought and originality, the winner and a guest are chauffered by limousine to Leone's Restaurant for dinner, after which they attend the opening of a Broadway play and a midnight party at Sardi's Restaurant. The following day the reviewer of the week receives payment of $100 for appearing on Leon Pearson's news program at 1:25 p.m. to give a report on the Broadway play. More than 8,000 reviews were received by WRCA-TV at the conclusion of the first week's contest, a station spokesman said.

Canadian news in Florida

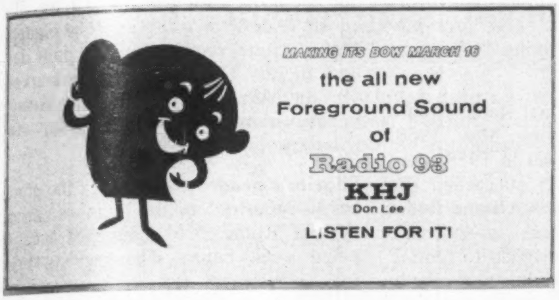
Over 600,000 Canadians vacation in Florida each winter, according to WGTO Cypress Gardens. The station felt that since the Canadians travel that far for fresh Florida orange juice and sunshine, the "least we can do in return is to make certain they'll also have fresh Canadian news with their breakfast."

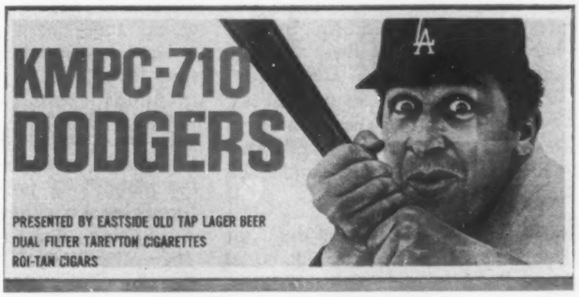
So, beginning Dec. 28 and continuing through Spring 1960, WGTO will broadcast a daily 10-minute program, *Canada Calling*, each morning at 9 a.m. The program will feature Canadian newsman Dave Price, direct from Toronto, with a roundup of Canadian news, weather, sports and market reports.

Broadway tv premiere

"Felix the Cat," 41-year-old animated cartoon character and now the title of a new tv series produced by Trans-Lux Television Corp., New York, will have a world premiere showing especially for children in New York on Dec. 29. Westinghouse Broadcasting Co., Trans-Lux and the Metropolitan Broadcasting Co. are hosting the event for the benefit of CARE Inc.

The premiere screening of the series at the Trans-Lux Theatre on Broadway will have all the hoopla of a major Hollywood movie launching, complete



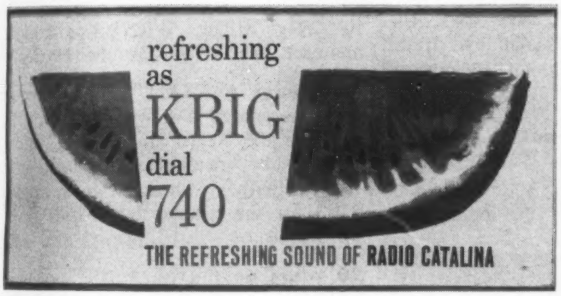

KMPC-710
DODGERS
PRESENTED BY EASTSIDE OLD TAP LAGER BEER
DUAL FILTER TAREYTON CIGARETTES
ROI-TAN CIGARS

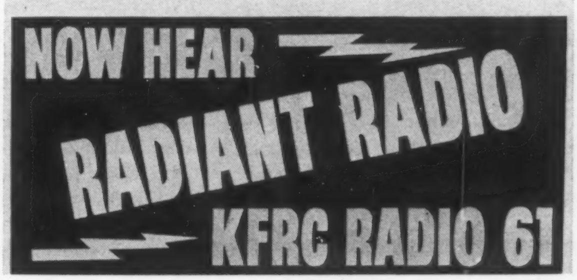
may get a hitch-hike on the boards of one of its advertisers. KRHM (FM) Los Angeles has done this on a sign which proclaims the "curiously refreshing combination of gin and Schweppes tonic with "KRHM fm Refreshing Radio."

Why do so many broadcasters favor outdoor advertising for their local promotions? Foster & Kleiser believes it's because the two media are essentially non-competitive. They contend that when people are home listening to the radio or watching tv they are not exposed to outdoor boards. And when they're out on the highway where they can see the painted or posted signs they are far away from tv. F&K says the eye appeal of the boards complements, rather than competes with, the ear appeal of car radios.

Asked about trade deals, Rosalind Wiffin, F&K sales promotion director said they are the exception rather than the rule. Only six stations using the boards in 1959 did so on a time-for-space arrangement.

"However," she stated, "the general feeling at F&K is that radio, of all the other media, is best suited to present the outdoor company's story in an effective way." The company uses its radio time for spot announcements of a public relations nature and to merchandise clients.





with limousines, brass band, red carpet, police lines, search lights and guest celebrities, according to the premiere hosts. The series will debut in January on WBC's five stations (WBZ-TV Boston, WJZ-TV Baltimore, KDKA-TV Pittsburgh, KYW-TV Cleveland and KPIX [TV] San Francisco), and on Metropolitan's WNEW-TV New York. WNEW-TV will have a remote unit on hand to provide a special 6 to 6:30 p.m. telecast of the premiere festivities.

Sandy Becker, children's personality from WNEW-TV, will be m.c. for an hour-long live stage show. Participating in the show will be personalities from three WBC stations: Big Brother Bob Emery of WBZ-TV's *Big Brother Show*, Josie Carey of KDKA-TV's *Josie's Storyland* and Linn Sheldon of KYW-TV's *Barnaby, Popeye and Friends*.

Tickets priced at $10 for adults and $5 for children are on sale at CARE Inc. offices, and no adult will be admitted unless accompanied by a child, it was announced.

Monster's 'wife' drawn

Has anyone seen Mrs. Zacherley? No one has, but several thousand artistic conceptions of what she looks like are on public view at the Weybirn Galleries in New York's Greenwich Village. The artwork was contributed in the past few weeks by viewers of Mr. Zacherley, host of mystery movies on WOR-TV New York. Identified as the "Transylvanian Monster," Zacherley invited viewers to draw, sculpt or shape in any manner, a picture of his wife. She is heard on the show, but is never seen because her habitat is a coffin used as one of the props. The art exhibit opened Dec. 16 and will close on Jan. 1, when winners will have been named. The prizes: (1) a night on tv as the guest of Mrs. Zacherley; (2) a midnight ride through Central Park on New Year's Eve with host Zacherley for company, and runners-up will receive "official Transylvanian Monster Awards."

• Drumbeats

Mail goes through • In a 26-day period, WTVN Columbus, Ohio received 180,647 postcards in its "High School Ballot Box" contest. A Seeburg stereophonic jukebox was awarded to the high school sending in the most cards. Students of St. Mary's High School, Columbus, sent in 57,792 cards to win. No Columbus public schools participated because of Board of Education ruling, though schools from as far as 70 miles away entered the contest. St. Mary's students spent $1,733.76 for postage to win the contest.

Top 30 • KOIL Omaha, Neb. is bombarding the 30 top newspaper advertisers in the area with a direct mail-personal delivery promotion. Everyday, the "top 30" receive in the mail, or have delivered to them by attractive models, items promoting the station as an advertising medium. The first day, the models delivered a piece of pie with a card reading, "This is a small piece of the tastiest pie in town." The next day, whole pies were distributed reading "Opportunity never knocks, it broadcasts. So why settle for just a piece of the pie when you get the whole pie on KOIL."

Adventure • As part of its "Million Dollar Sound" campaign, KYW Cleveland, has awarded to three ad agency men expense-paid trips to Miami or Havana (for the more adventurous). The winners' names were drawn from a top hat after agencymen from throughout the U.S. returned stubs from KYW's "Million Dollar Sound" checks. The winners: Lee Currlin, Benton & Bowles, New York; Leonard Matthews, Leo Burnett Co., Chicago, and Jack Bristow, BBDO, Cleveland.

Information please • Fans of the U. of Washington's Huskies, who will be in Southern California to watch their team in the Rose Bowl game, will have "KINGformation"—a complete information and message relay service at their beck and call. Provided by KING-TV Seattle, the service will be in operation from Dec. 28 to Jan. 2, 1960.

No Xmas here • If KMGM Albuquerque, N.M. has its way, the term Xmas will be *verboten*. The station has launched a campaign around the theme "Let's leave the Christ in Christmas." The campaign brought results in its first moments when the station's program director noticed a civic organization selling "Xmas" trees next door to the station. On the air, he told listeners he personally would not buy his tree from anyone, even a civic organization, which would not take the trouble to spell out Christmas. Within a few minutes, an officer of the organization asked the station to stop throwing verbal rocks at them and promptly ordered a sign proclaiming "Christmas trees for sale."

Yearly salute • National Radio Month will be observed during May 1960, following a precedent set in 1958 when the month-long project succeeded the former weekly pattern. NAB and Radio Advertising Bureau are co-sponsors. The yearly salute is designed to remind listeners of the radio industry's role in the nation's life and its place in the communications and media scene. Stations will be supplied promotional kits, jingles and spot announcements.

Magic eye • Shoppers in Cincinnati, Ohio may have felt "big brother" watching them last week. As a station promotion, WKRC-AM-FM-TV sent staff photographers out to snap candid shots of people strolling and shopping. These photos were shown on WKRC-TV. Persons whose faces were encircled by the CBS magic eye trade mark and who identified themselves at the station, were awarded prizes.

Fortune in a small room • Don Fortune, personality with WCUE Akron, Ohio, has steadfastly stationed himself in the window of the local Sears Roebuck with a scale. He has vowed not to leave until passers-by have filled the scale with 100 pounds of money. Mr. Fortune remains at his post day and night. The money is earmarked for the Akron area Salvation Army, hopefully in time for Christmas distribution.

Pilgrim's progress • Backing the cranberry industry in its hour of need, WRNY Rome, N.Y., launched a campaign week before Thanksgiving urging its listeners not to be afraid of eating the berries. Bill Potter, station engineer, garbed as a Pilgrim, passed amongst the populace passing out Ocean Spray cranberries to anyone stopping him and asking for a container, and the station devoted "goodwill" time to pushing the fruit. The campaign was sold to A. J. Ryan Motors, local Plymouth dealer, (no effort was made to sell it to the cranberry industry) and Mr. Potter billed himself as the Plymouth Pilgrim. Asked whether the campaign was successful, Ray Miller, WRNY promotion manager, said, "It was the berries!"

Newsletter • KSAN San Francisco, has inaugurated a newsletter which it mails to the Negro audience to which its programs are directed. Included is a "lucky number" which is worth up to $100 for the listener when it is read on the air.

20 years on the air • ABC's-owned WBKB (TV) Chicago is currently observing its 20th anniversary as an operating station by distributing perfume atomizers to wives of members of the trade. Station began experimental operation as W9XBK in September 1939—the first in Chicago and third in the nation—with newscasts and film shorts. It obtained FCC license and construction permit for commercial operation and went on the air as WBKB (TV) on Oct. 13, 1943. The station merged physically with ABC o&o WENR-TV in 1953 after formation of American Broadcasting-Paramount Theatres, assuming call letters of WBKB and moving from ch. 4 to 7. Atomizers were imported from Paris, with accompanying words, "20 years young."

Total image • WFBM-AM-FM-TV Indianapolis has issued a brochure, entitled "Total Service in Total Broadcasting," which documents the public service, news, programming and personnel of the stations. In addition, the booklet discusses plant and facilities improvements since the station's last image report in 1957. In it the organization pledges to be "ever aware of our responsibilities to both the information and the entertainment aspects of the broadcast media."

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FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

December 8 through December 15. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Station

APPLICATION

Tulare-Visalia, Calif. — Sierra Bcstg. Inc. uhf ch. 27 (548-554 mc); ERP 280 kw vis., 147 kw aur.; ant. height above average terrain 990 ft., above ground 146 ft. Estimated construction cost $10,000, first year operating cost $250,000, revenue $300,000. P.O. address 1111 Market St., San Francisco, Calif. Studio location to be determined. Trans. location .1 mile north of Eshom Pt., Tulare. Geographic coordinates 36° 38′ 15″ N.Lat., 118° 56′ 35″ W.Long. Trans. GE TT-25-A, ant. GE TV-25-C. Applicant is **Norwood J. Patterson** 40% owner of KSAN San Francisco. Ann. Dec. 10.

Existing Tv Station

ACTION BY FCC

WTOM - TV Cheboygan, Mich. — Granted application to increase vis. ERP from 26.9 kw to 20 dbk (100 kw) and aur. from 16.2 kw to 17 dbk (50 kw) and change type trans.; ant. height 620 ft. Comr. Ford dissented. Ann. Dec. 9.

New Am Stations

APPLICATIONS

Blytheville, Ark. — Day - Phil Bcstg. Co. 1300 kc, 50 kw D. P.O. address 1547 Maplewood St., Memphis, Tenn. Estimated construction cost $20,885, first year operating cost $65,699, revenue $75,780. Principals include **Earl W. Daly** and **Sam C. Phillips**, 45% each. Mr. Phillips has interests in WHER Memphis, Tenn., and WLIZ Lake Worth, Fla. Mr. Daly is general manager of WHEY Millington, Tenn. Ann. Dec. 10.

Los Angeles, Calif. — Cabrillo Bcstg. Co. 830 kc, 50 kw D. P.O. address 6253 Hollywood Blvd., Hollywood, Calif. Estimated construction cost $43,350, first year operating cost $190,840, revenue $218,400. Applicants are **Riley Jackson** and **Allen R. Hubbard,** equal partners. Mr. Jackson is head of own production company for radio-tv programs. Mr. Hubbard is account executive for ABC. Ann. Dec. 11.

Boynton Beach, Fla. — Boynton Beach Bcstg. Co. 1510 kc, 1 kw D. P.O. address Box 4095, South Daytona, Fla. Estimated construction cost $16,154, first year operating cost $25,000, revenue $33,000. Principal applicants are **Robert R. Andrews, Wade R. Sperry** and **Edgar J. Sperry** 30% each. Edgar J. Sperry is in auto supply business. Wade R. Sperry owns gasoline station. Mr. Andrews is manager of WOKB Winter Garden, Fla. Ann. Dec. 16.

Pocatello, Idaho — Vernon G. Ludwig. 1050 kc, 1 kw D. P.O. address Box 4550, Boise, Idaho. Estimated construction cost $10,500, first year operating cost $24,000, revenue $36,000. Applicant is former owner of KFIR North Bend, Ore. Ann. Dec. 15.

Nampa, Idaho — Chester C. Whittington. 1340 kc, 250 w N, 1 kw D. P.O. address Box 826, Nampa, Idaho. Estimated construction cost $10,274, first year operating cost $24,000, revenue $36,000. Applicant is minister. Ann. Dec. 16.

Indianapolis, Ind. — Higson-Frank Radio Enterprises. 1500 kc, 50 kw D. P.O. address 649 N. Bronson Ave., Hollywood, Calif. Estimated construction cost $11,200, first year operating cost $36,000, revenue $40,000. Applicants are **James D. Higson** and **Peter Frank,** equal partners. Mr. Higson is owner of KLOG Kelso, Wash. Ann. Dec. 16.

Black Mountain, N.C.—Blue Ridge Bcstg. Corp. 1010 kc, 10 kw D. P.O. address 104 Broadway, Black Mountain, N.C. Estimated construction cost $67,217, first year operating cost $40,000, revenue $50,000. Principals include **Dr. Billy Graham,** evangelist. Corporation is non-profit. Ann. Dec. 11.

Sante Fe, N.M.—Cosmopolitan Bcstg. Co. 860 kc, 250 kw D. P.O. address 2265 Clay St., San Francisco, Calif. Estimated construction cost $28,600, first year operating cost $60,000, revenue $78,000. Applicant is **Philip B. Rosenthal** president of Cosmopolitan. Ann. Dec. 11.

Waverly, Tenn.—Waverly Bcstg. Co. 1540 kc, 1 kw D. P.O. address Waverly, Tenn. Estimated construction cost $21,250, first year operating cost $32,500, revenue $37,500. Principal applicant is **Aaron B. Robinson Jr.** 60%, student. Ann. Dec. 11.

Waynesboro, Va.—Music Productions Inc. 970 kc, 50 kw D. P.O. address ℅ Mallyck & Bernton, 619 Colorado Bldg., Washington, D.C. Estimated construction cost $28,000, first year operating cost $66,000, revenue $70,000. Applicants are **M. Robert Rogers** 60% and **Theresa S. Rogers** 40%. Mr. Rogers is financial consultant in Mexico. Ann. Dec. 11.

Existing Am Stations

ACTIONS BY FCC

WYNS Towson, Md.—Granted mod. of cp (101.9 mc, 20 kw) to change trans. site, ant. system, reduce ant. height from 280 to 210 ft., and change station location to Baltimore. Ann. Dec. 9.

WELY Ely, Minn.—Granted increase of daytime power from 250 w to 1 kw, continuing operation on 1450 kc, 250 w-N. Ann. Dec. 9.

KRXL Roseburg, Ore.—Granted change of facilities from 1240 kc, 250 w unl. to 1250 kc, 5 kw-D. Ann. Dec. 9.

EDWIN TORNBERG
& COMPANY, INC.

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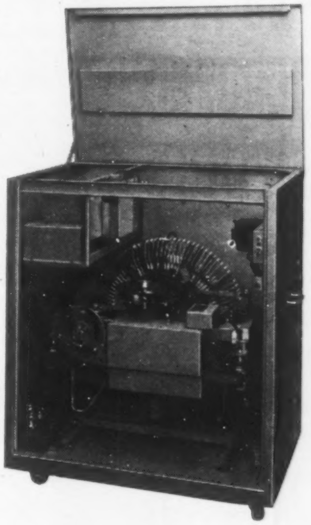
Equipping a
Radio Station?



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BQ-103

Assures Efficient, Simplified Handling of Recorded Program Material

This new automatic turntable offers an easy approach to semi-automated programming using 45 RPM records. All operations, such as selection, cue and playback have been fully automated. Operating "Fluffs" are minimized, and program flow is smoother for the listening audience. The BQ-103 Automatic Turntable is a basic building block for full automation.

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Compact — 11-5/8" long and one inch in diameter. Lightweight — 12 oz. Yet, the Collins M-60 Remote Microphone-Amplifier takes the place of 45 lbs. of conventional amplifier equipment.

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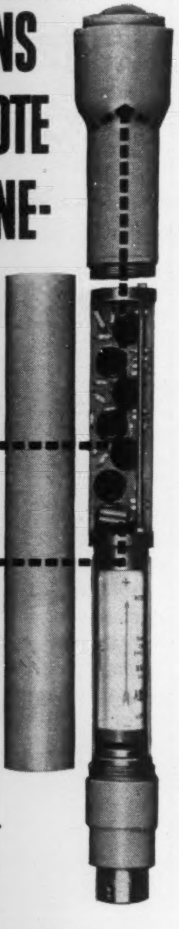

APPLICATIONS

KAFE Oakland, Calif. — Cp to increase ERP from 1.71 kw to 100 kw, change ant.-trans. and studio location, install new ant., make changes in trans. equipment and change station location to San Francisco, Calif., increase ant. height above average terrain from 650 ft. to 1121 ft. Ann. Dec. 15.

WSBB New Smyrna Beach, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. Dec. 11.

WHOO Orlando, Fla.—Cp to increase daytime power from 10 kw to 50 kw, make changes in DA system (one additional tower), change from DA-N to DA-2 and install new trans. for daytime use (two main trans.) (990 kc). Ann. Dec. 11.

WHOW Clinton, Iowa — Amendment to application for cp (as amended) to change requested daytime power from 5 kw to 5 kw with power reduced to 1 kw during critical hours. Petition for immediate action and grant and acceptance with request for waiver of Sec. 1.354 (h) of rules to retain present file number and acceptance of amendment to conform with report and order in daytime skyway proceedings, if Commission deems such amendment necessary (1520 kc). Ann. Dec. 11.

WKBR Manchester, N.H.—Mod. of cp to make changes in daytime DA system (one additional tower) and change type trans. (1250 kc). Ann. Dec. 11.

KUMA Pendleton, Ore. — Cp to change from employing DA-2 to DA-N and delete remote control operation of trans. (1290 kc). Ann. Dec. 15.

WNOK Columbia, S.C.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. Dec. 11.

WJSO Jonesboro, Tenn.—Mod. of license to change station location to Johnson City, Tenn. (1590 kc). Ann. Dec. 15.

KFKF Bellevue, Wash.—Cp to increase power from 1 kw to 5 kw, change from DA to non-DA, install new trans., change studio location and operate trans. by remote control (1330 kc). Ann. Dec. 15.

New Fm Stations

ACTIONS BY FCC

Litchfield, Ill. — Mid-Illinois Bcstg. Co. Granted 106.1 mc, 6.1 kw. P.O. address Box 241, Litchfield, Ill. Estimated construction cost $9,772, first year operating cost $7,500, revenue $10,000. Principal applicant is **Hayward L. Talley** who is 87.6% owner of WSMI Litchfield. Ann. Dec. 9.

Mt. Carmel, Ill.—WVMC. Granted 101.1 mc, 4.3 kw. P.O. address Box 450, Mt. Carmel, Ill. Estimated construction cost $1,200, first year operating cost $3,000, revenue, $6-000. Principal applicants are **Stephen B. Bellinger** and **Morris E. Kemper,** 30% each, owners of WVMC Mt. Carmel, Ill. Ann. Dec. 9.

Bay City, Mich. — Michigan Bcstg. Co. Granted 96.1 mc, 10 kw. P.O. address Security National Bank Bldg. Estimated construction cost $3,388, first year operating cost $5,000, revenue $7,200. Principals include. Applicants are **Robert H. Holmes** and **David N. Holmes,** equal partners. Both are equal partners in WBCM Bay City, Mich.

St. Louis, Mo. — Radio St. Louis Inc. Granted 98.1 mc, 76 kw. P.O. address Box 1440, St. Louis, Mo. Estimated construction cost $19,000, first year operating cost $15,000, revenue $20,000. Applicants are **Dick J. Kasten** (1%), **Edward E. Haverstick Jr.** (20%) and others. Radio St. Louis Inc. owns KSTL that city. Ann. Dec. 9.

Brainerd, Minn. — Brainerd Bcstg. Co. Granted 95.7 mc, 14.89 kw. P.O. address 2700 East Oak St., Brainerd, Minn. Estimated construction cost $15,866, first year operating cost $3,000, revenue $3,000. Applicant is **E. T. O'Brien.** Mr. O'Brien is majority owner and general manager of KLIZ Brainerd. Ann. Dec. 9.

Long Branch, N.J.—Long Branch Bcstg. Inc. Granted 107.1 mc, 1 kw. P.O. address 156 Broadway, Long Branch, N.J. Estimated construction cost $14,150, first year operating cost $7,500, revenue $7,500 Applicants are **Umberto M. Mazzacco, Dr. John J. Gesualdi, Harry B. Brody, Orlando A. Biamonte** and **Joseph Tomaino,** 20% each. Mr. Mazzacco is pharmacist. Dr. Gesualdi is dentist. Mr. Brody is electronics engineer and with Messrs. Biamonte and Tomaino is employed by federal govt. Ann. Dec. 9.

***Collegedale-Tenn. — Southern Missionary College.** Granted 88.1 mc, 1 kw. P.O. address Collegedale, Tenn. Estimated construction cost $1,250, first year operating cost $500. Ann. Dec. 10.

APPLICATIONS

***Arcata, Calif.—Humboldt State College.** 90.5 mc, 1 kw. P.O. address Arcata, Calif., % Lawrence E. Turner. First year operating cost $1,500. Ann. Dec. 11.

Monterey, Calif.—W.B. Bcstrs. 100.7 mc, 10.85 kw P.O. address 394 Cresta Vista Dr., San Francisco, Calif. Estimated construction cost $10,600, first year operating cost $15,000, revenue $13,000. Principal applicant is **Kenneth F. Warren** 66⅔%, who had minority interest in KPEN-FM Atherton, Calif. Ann. Dec. 14.

Ocala, Fla.—Andrew B. Letson. 93.7 mc, 4.389 kw. P.O. address 311 Robertson Bldg., Ocala, Fla. Estimated construction cost $11,-200, first year operating cost $10,000, revenue $10,000. Applicant is owner of WMOP Ocala. Fm applicant will duplicate am programming. Ann. Dec. 10.

Atlanta, Ga.—Joel S. Kaufmann. 97.5 mc, 29.7 kw. P.O. address 1328 New York Ave., Washington, D.C. Estimated construction cost $67,012, first year operating cost $60,000, revenue $70,000. Applicant is in jewelry business. Ann. Dec. 15.

***Muncie, Ind.—Ball State Teachers College.** 90.7 mc, 1 kw. P.O. address Muncie, Ind. Estimated construction cost $3,000, first year operating cost $2,500. Ann. Dec. 15.

Eaton, Ohio—Western Ohio Bcstg. Services Inc. 92.9 mc, 3.127 kw. P.O. address 505 N. Barron St., Eaton, Ohio Estimated construction cost $11,532, first year operating cost $7,000, revenue $25,000 Principal applicant is **Helen J. Coning** who is in appliance business. Ann. Dec. 10.

Austin, Tex.—The LBJ Co. 93.7 mc, 51.8 kw. P.O. address Box 1155, Austin, Tex. Estimated construction cost $55,256, first year operating cost $37,500, revenue $27,500. Applicant is licensee of KTBC-AM-TV Austin, and KRGV-AM-TV Weslaco, both Texas. Ann. Dec. 16.

***Salt Lake City, Utah—University of Utah.** 90.1 mc, 250 kw. P.O. address Salt Lake City, Utah. Estimated construction cost $23,150, first year operating cost $12,815. Ann. Dec. 15.

Ownership Changes

ACTIONS BY FCC

KSEA (FM) San Diego, Calif.—Granted assignment of cp to **Seaboard Bcstg. Inc.** (Alex M. Victor, president); consideration $2,000. Ann. Dec. 9.

KGMS-FM Sacramento, Calif. — Granted assignment of license and SCA from **Irving J. Schwartz, William Stephen George,** and **John Matranga** to **Family Stations Inc.** (KEAR (FM) San Francisco); consideration $25,000. Ann. Dec. 9.

KRAK-AM-FM Stockton, Calif. — Granted (1) renewal of am license and (2) transfer of control from **Richard C.D. Bell,** et al., to **Hercules Bcstg. Co.** (Manning Slater, president); consideration $550,000 subject to adjustments. Ann. Dec. 9.

WBBT Lyons, Ga.—Granted assignment of license to **Collins Corp. of Georgia** (WBRO Waynesboro, Ga.); consideration $45,000, conditioned that assignment not be consummated until M.F. Brice disposes of his interest in assignee or of his interest in WVOP Vidalia, Ga. Ann. Dec. 9.

WROA Gulfport, Miss. — Granted assignment of license to **Charles W. Dowdy;** consideration $80,000. Ann. Dec. 9.

WZKY Albemarle, N.C. — Granted assignment of license to **WZKY Inc.** (51% owned by Concord Kannapolis Bcstg. Co. which owns WEGO Concord, and is 25% owner of WPCC Clinton, S.C., and Concord Kannapolis is 51% owned by Central Bcstg. Co. owner of WCGC, Belmont, N.C.); consideration $70,000. Comr. Bartley dissented. Ann. Dec. 9.

KCHS Truth or Consequences, N.M. — Granted (1) renewal of license and (2) assignment of license to **Dean W. Manley** and **William D. Hafer,** d/b as Quality Bcstg. Co.; consideration $24,000. Ann. Dec. 9.

KFIR North Bend, Ore.—Granted assignment of licenses to **Big Bay Radio Inc.** (Emil W. Karl, president); consideration $65,000 plus consultant fee of $75 a month for 48 months to **Josephine E. Edwards,** assignor sole stockholder. Ann. Dec. 9.

KBOY-AM-FM Medford, Ore.—Granted assignment of licenses and SCA to **Kenneth R.** and **Isabel M. Card,** d/b as KBOY Bcstrs.; consideration $220,000. Ann. Dec. 9.

KSUB Cedar City, Utah—Granted (1) renewal of license and (2) transfer of control from **Beehive Telecasting Corp.** to **Granite District Radio Bcstg.** Co. (KNAK Salt Lake City); consideration $75,000 cash or $77,275 payable $25,000 cash at closing date and remainder 6 months thereafter. Ann. Dec. 9.

KKOG Ogden, Utah.—Granted (1) renewal of license and (2) assignment of license to **George I. Norman, Robert Sherman,** joint venturers, d/b Downbeat Bcstg. Assoc.; consideration $61,500. Mr. Sherman is half owner of KHOE Truckee, Calif. Ann. Dec. 9.

WCLG Morgaintown, W.Va.—Granted assignment of license from **C. Leslie Golliday** to **William S. Freed;** consideration $67,000. Ann. Dec. 9.

APPLICATIONS

KAVI Rocky Ford, Colo.—Seeks assign-

PROFESSIONAL CARDS

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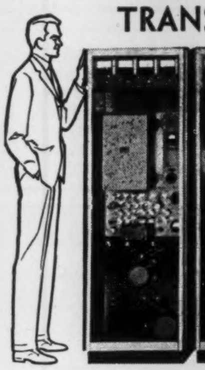

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through December 15

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,388	62	76	750
FM	629	41	159	121
TV	466[1]	56	98	132

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through December 15

	VHF	UHF	TV
Commercial	446	76	522
Non-commercial	33	10	43

COMMERCIAL STATION BOXSCORE

As reported by FCC through November 30, 1959

	AM	FM	TV
Licensed (all on air)	3,385	609	466[1]
CPs on air (new stations)	56	55	56[2]
CPs not on air (new stations)	85	159	99
Total authorized stations	3,526	823	672
Applications for new stations (not in hearing)	506	83	61
Applications for new stations (in hearing)	234	27	60
Total applications for new stations	740	110	121
Applications for major changes (not in hearing)	630	32	34
Applications for major changes (in hearing)	175	6	17
Total applications for major changes	805	37	51
Licenses deleted	0	0	0
CPs deleted	0	0	0

---

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

ment of license from **The Patrick & Rutledge Bcstg. Co.** to **Patrick & Ridner Bcstg. Co.** for **$20,000**. New partner is **Lloyd A. Ridner** who is sales manager of KAVI. Ann. Dec. 11.

WTVM (TV) Columbus, Ga.—Seeks transfer of negative control of **Martin Theatres of Georgia Inc.** from **E.D. Martin** and **Roy E. Martin Jr.** 50% each to same individuals 49% each and **C.L. Patrick** 1%. Ann. Dec. 11.

WTTT Arlington, Fla.—Seeks transfer of control of **WTTT Inc.** from **Theodore** and **Janet M. Weber** 90% to **Allen Markelson**, for **$40,000**. Mr. Markelson is financial analyst. Ann. Dec. 11.

WBLJ Dalton, Ga.—Seeks assignment of license from **Dalton Bcstg. Corp.** to **L.C. McCall**, sole owner. Change from corporation to individual ownership. No financial consideration involved. Ann. Dec. 11.

WLS Chicago, Ill.—Seeks transfer of control of **WLS Inc.** from **Praire Farmer Pub. Co.** 50% and **American Bcstg.-Paramount Theatres** 50% to AB-PT which purchased Praire Farmer Pub. Co. for **$6 million**. Ann. Dec. 11.

WJOB Hammond, Ind.—Seeks transfer of control from **South Shore Bcstg. Corp.** to **Colby Bcstg. Corp.** for **$435,500**. Principals are **Julian Colby** and **David Smerling** 25% each. Neither have other broadcast interests. Ann. Dec. 15.

KWKY Des Moines, Iowa—Seeks transfer of control of **General Bcstg. Services of Iowa Inc.** from **James H. Binger** 52%, **Richard L. Fjellman** and **James W. Ramsburg** 24% each to Mr. Binger 90% and **Armin Buetow** 10% for **$24,000**. Ann. Dec. 16.

KCRV Caruthersville, Mo.—Seeks transfer control from **J. Eric Taylor** 65% and estate of **Walter Y. Cleveland**, deceased, 35% to Mr. Taylor 65% and **Myrtle G. Cleveland** 35%. No financial consideration involved. Ann. Dec. 15.

KMON Great Falls, Mont.—Seeks assignment of license from **KMON Inc.** to **Copper Bcstg. Co.** Merger into parent company; no ownership changes involved. Ann. Dec. 16.

KLFD Litchfield, Minn.—Seeks assignment of license from **Frank W. Endersbe**, sole owner to **Meeker County Radio Inc.** for **$7,500** paid to Mr. Endersbe who maintains 63% interest. Ann. Dec. 16.

WEOK Poughkeepsie, N.Y.—Seeks assignment of license from **Mid-Hudson Bcstrs. Inc.** to **Hudson Valley Bcstg. Corp.** for **$300,000**. Principal purchaser is **Paul Smallen** 29% and others. Mr. Smallen is in advertising business. Ann. Dec. 11.

KOHI St. Helens, Ore.—Seeks assignment of cp from **L. Berenice Brownlow** to **Columbia County Bcstrs. Inc.** Change to corporation; no ownership changes involved. Ann. Dec. 10.

WNCC Barnesboro, Pa.—Seeks assignment of license of **North Cambria Bcstrs. Inc.** from **Richard Todhunter Jr.** and **W.J. Thomas** 50% each to same individuals as equal partners. Corporation dissolve and change to partnership. Ann. Dec. 11.

WTVC (TV) Chattanooga, Tenn.—Seeks transfer of control of **Martin Theatres of Georgia Inc.** from **E.D. Martin** and **Roy E. Martin Jr.** 50% each to same individuals 49% each and **C.L. Patrick** 1%. Ann. Dec. 11.

KJET Beaumont, Tex.—Seeks assignment of license from **KPBX Bcstg. Co.** to **Golden Triangle Bcstg. Co.** for **$130,000** plus assumption of debt. Applicants are **Leon S. Walton, Paul E. Barbatol** and **Terry Lambert** 33⅓% each. Mr. Walton is owner of KOPY Alice, Tex. Mr. Lambert and Mr. Barbatol are store managers. Ann. Dec. 15.

KNEL Brady, Tex.—Seeks assignment of license from **Brady Bcstrs.** to **Brady Bcstrs Inc.** Change to corporation; no ownership changes involved. Ann. Dec. 10.

KARI Blaine, Wash.—Seeks transfer of negative control of **Birch Bay Bcstg. Inc.** from **George A. Wilson** and **L.N. Ostrander** 50% each to Messrs. Wilson, Ostrander, and **Don J. Bevilacqua**, 33⅓% each for **$30,000**. Ann. Dec. 16.

KOL Seattle, Wash.—Seeks assignment of license from **Seattle Bcstg. Co.** to **KOL Inc.** for **$250,000**. Principal purchaser is **Archie Taft Jr.** 55% who is majority owner of KBKW Aberdeen, Wash. Ann. Dec. 11.

Hearing Cases

FINAL DECISION

By order, Commission made effective immediately Oct. 22 initial decision, as modified by Commission, waived Sec. 3.188 (b) (4) of rules and granted application of Radio KYNO The Voice of Fresno, to increase daytime power of KYNO Fresno, Calif., from 1 kw to 5 kw, with non-DA, continuing operation on 1330 kc, 1 kw-N, DA-N; engineering condition. Chmn. Doerfer absent. Ann. Dec. 9.

INITIAL DECISIONS

Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of Richard B. Gilbert for new am station to operate on 1580 kc, 10 kw-D in Tempe, Ariz., conditioned that prior to issuance of program test authority Mr. Gilbert shall divest himself of all interests to and in certain promissory note executed by Morris Mindel as payor to Mr. Gilbert in amount of $46,000 to secure payment for 160,000 shares of stock in Northern Arizona Aircasters Inc. Ann. Dec. 14.

Hearing Examiner Herbert Sharfman issued initial decision looking toward (1) affirming Dec. 18, 1957 grant of application of Video Independent Theatres Inc., to move trans. of KVIT (TV) (ch. 2) Santa Fe, N.M., from about 3 miles outside of Santa Fe to Sandia Crest, about 14 miles northeast of Albuquerque and about 43 miles southwest of Santa Fe, move main studio from present site of trans. to within Santa Fe, increase vis. ERP from 0.324 kw to 28.2 kw, with aur. ERP 14.4 kw, and make other equipment changes, and (2) setting aside stay of that grant which was imposed Feb. 19, 1958 pending hearing on protests by New Mexico Bcstg. Co. (KGGM-TV ch. 13) and Alvarado Television Inc. (KOAT-TV ch. 7), Albuquerque. Ann. Dec. 9.

Hearing Examiner Annie Neal Huntting issued initial decision looking toward granting application of Wabash Valley Bcstg. Corp. to change facilities of WTHI-TV from ch. 10 to ch. 2 in Terre Haute, Ind., and denying competing application of Illiana Telecasting Corp. for new station on ch. 2 in that city. Ann. Dec. 9.

Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of Tri-County Bcstrs. Inc., for new am station to operate on 1440 kc, 1 kw D, in Lucedale, Miss. Ann. Dec. 9.

OTHER ACTIONS

By memorandum opinion and order, Commission (1) denied petition by Logansport Bcstg. Corp. (WSAL), Logansport, Ind., to clarify or enlarge issues in consolidated proceedings on am applications of Tiffin Bcstg. Co., Tiffin, Ohio, et al., and (2) granted motion by Broadcast Bureau to strike comments by Lafayette Bcstg. Inc. (WASK) Lafayette, Ind., on WSAL petition. Chmn. Doerfer absent. Ann. Dec. 9.

By memorandum opinion and order, Commission (1) dismissed as moot petition by Donze Enterprises Inc. (KSGM), St. Genevieve, Mo., to enlarge issues in am consolidated hearing, also related responses, and (2) denied petition by Chester Bcstg. Co. Chester, Ill., to enlarge issues. Chmn. Doerfer absent. Ann. Dec. 9.

By memorandum opinion and order, Commission granted petition by Radio Bcstrs. Inc., Waco, Tex., to extent of enlarging issues regarding application of Belton Bcstrs. Inc., Belton, Tex., in am consolidated hearing. Chairman Doerfer absent. Ann. Dec. 9.

By memorandum opinion and order, Commission denied request by Montana Microwave for STA and/or temporary dissolution of stay order to permit resumption of operation of microwave relay stations KPC56 and KPC57 pending rebuilding of trans. of Capital City Television Inc., KXLJ-TV (ch. 12) Helena, Mont. Ann. Dec. 9.

By memorandum opinion and order, Commission granted petition by WTVY Inc. (WTVY [TV] ch. 9) Dothan, Ala., for reconsideration of July 15 report and order in Columbus, Ga., tv rulemaking proceeding to extent of ordering expedited hearing to determine whether public interest, convenience and necessity would be promoted by modifying license for WTVY to specify operation on ch. 4 in Dothan. Comr. Bartley concurred with statement; Comr. Lee abstained from voting. (July 15 report and order made Columbus, Ga., two-vhf market by changing that city's channels from 4, 28, and *34 to chs. 3, 9, *28, and 34 and deleting ch. 9 from Dothan and substituting ch. 4 there; and, at same time, conditionally modified licenses of Columbus Bcstg. Inc. to specify operation of WRBL-TV on ch. 3 in Columbus instead of ch. 4, Martin Theatres of Georgia Inc., to operate WTVM [TV] on ch. 9 in Columbus instead of ch. 28, and WTVY Inc., to operate WTVY on ch. 4 instead of ch. 9 in Dothan.) Ann. Dec. 9.

Commission invites comments to notice of proposed rulemaking looking toward shifting ch. 11 from Marinette to Green Bay, Wis. M & M Bcstg. Co. (WLUK-TV ch. 11), Marinette, petitioned for change. Ann. Dec. 9.

WKWS Rocky Mount, Va.—Granted authority to conduct program tests pending action on license application. By letter, denied request by WYTI Inc. (WYTI) Rocky Mount, for inquiry, investigation, stay, and other relief. Ann. Dec. 9.

By memorandum opinion and order, Commission (1) accepted late filing of opposition by Daytime Bcstrs. Assn. and (2) denied following petitions for rehearing, reconsideration, stay, etc., of Sept. 18 report and order in daytime skywave proceeding, order of same date amending Sec. 1.351 of procedural rules, and Oct. 21 supplemental report and order: Columbia Bcstg. System; Radio Service Corp. of Utah (KSL), Salt Lake City; National Bcstg. Co.; Clear Channel Bcstg. Service; Crosley Bcstg. Corp. (WLW), Cincinnati, Ohio; City of New York Municipal Bcstg. System (WNYC), New York, N.Y.; The Ohio State University (WOSU), Columbus, Ohio; Standard Bcstg. Co. (KPOP), Los Angeles, Calif.; KJBS Bcstrs. (KJBS), San Francisco, Calif., and KXA Inc. (KXA), Seattle, Wash. Ann. Dec. 9.

By notice of proposed rulemaking, Commission invites comments to proposal by joint council on educational television to amend tv table of assignments by "dropping-in" ch. 13 for noncommercial educational use at Fargo, N.D., and deleting reservation now on ch. *34 in that city. This would require offset carrier change from plus to minus on ch. 13 in Minot, N.D., and North Dakota Bcstg. Inc., was ordered to show cause why KXMC-TV should not change accordingly. Ann. Dec. 9.

By memorandum opinion and order, Commission (1) denied petition by Sam H. Bennion for review of Chief Hearing Examiner's rulings dismissing with prejudice Bennion's application for new tv station to operate on ch. 8 in Idaho Falls, Idaho; (2) made effective immediately Oct. 21 initial decision and granted remaining application of Eastern Idaho Bcstg. and Television Co. for new tv station on ch. 8 in Idaho Falls, and (3) dismissed as moot motion by Eastern Idaho to enlarge issues. Chmn. Doerfer absent. Ann. Dec. 9.

KFWB Los Angeles, Calif.—Set aside Nov. 12 grant of renewal of licenses of KFWB and aux. trans., and placed applications in pending file until resolution of question as to whether certain broadcasts during past license term are consonant with views expressed in Commission's report on editorializing by broadcast licensees. Ann. Dec. 9.

KVEN-FM Ventura, Calif. — Designated for hearing application to increase ERP from 12 kw to 38.6 kw and ant. height from minus 180 ft. to 1,285 ft., continuing operation on 100.7 mc; made KMLA (FM) Los Angeles, and KHJ-FM Hollywood, both California, parties to proceeding. Ann. Dec. 9.

William P. Ledbetter, Tolleson, Ariz.—Designated for consolidated hearing applications for new am stations to operate on 1190 kc, 250 w, DA-1 unl. Ann. Dec. 9.

Sam H. Bennion, Pocatello, Idaho—Designated for consolidated hearing applications for new tv stations to operate on ch. 10. Ann. Dec. 9.

WSOO Sault Ste. Marie, Mich.—Designated for hearing application to increase daytime power from 250 w to 1 kw, continuing operation on 1230 kc, 250 w-N; made WCBY Cheboygan, Mich., party to proceeding. Ann. Dec. 9.

Routine Roundup

ACTIONS ON MOTIONS

By Chairman John C. Doerfer

Upon motion by Denbigh Bcstg. Co., corrected in various respects transcript of oral argument in proceeding on its application for new am station in Denbigh, Va. Action Dec. 8.

By Commissioner Robert E. Lee

Granted petition by Broadcast Bureau for extension of time to Dec. 23 to file exceptions to initial decision in proceeding on applications of Jeannette Bcstg. Co. and Carnegie Bcstg. Co. for new am stations in Jeannette and Carnegie, Pa. Action Dec. 10.

Granted petition by Broadcast Bureau for extension of time to Dec. 16 to file replies to joint opposition to petition by Broadcast Bureau for reconsideration by Buckley-Jaeger Bcstg. Corp. and WHDH Inc., in proceeding on their applications for new fm stations in Providence, R.I., and Boston, Mass. Action Dec. 10.

Granted petition by Broadcast Bureau for extension of time to Dec. 18 to file exceptions to initial decision in proceeding on application of May Bcstg. Co., for renewal of license of KMA Shenandoah, Iowa. Action Dec. 10.

By Chief Hearing Examiner James D. Cunningham

Granted petition by WENT Bcstg. Corp. (WENT) Gloversville, N.Y., insofar as it seeks intervention in proceeding on application of Martin Karig for new am station in Johnstown, N.Y., and petitioner is made party with reference to several issues specified in Sept. 9 order of designation. Action Dec. 4.

Continued on page 88

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Leading 5 kw in New England needs experienced salesman willing to plug. Excellent account list available. Guarantee and commission. Act now, write Box 619R, BROADCASTING.

$700 month guarantee. Present sales manager averaging around $1000.00. Position to be filled in next 60-90 days. Good small market single station in southern Illinois. If you are really a sales manager and know your business, send resume of yourself and accomplishments to Box 624R, BROADCASTING.

Salesman: Experienced, $300. Month guarantee and strong commission. Good chance to move into sales manager position at more than double starting. Midwest small station. Send full particulars to Box 625R, BROADCASTING.

Leading national representative desires aggressive salesman for Chicago office. Must be competent. Send resume. Box 636R, BROADCASTING.

Portland's only country western station wants salesman-deejay. Don't phone. Write P.O. Box 1483, Portland, Oregon.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Need experienced selling salesman immediately. Guarantee up to $100 weekly. Would help if you announce. Only station. Kansas State University here. Fort Riley nearby. Recreation mecca with Tuttle Creek world's 7th largest earth dam completed soon. Garden spot. Population 25,000. Will be second salesman for progressive, good sounding station also taking applications for similar position in fall of 1960. Lowell Lack, KMAN, Manhattan, Kansas.

Salesman-announcer: to assist station manager with sales and service in extremely pleasant expanding north-east North Carolina community. Experience, good personal and business references required. Twenty hours per week, maximum board-work; insist on man strong in both categories. Salary plus commission. Send tape and resume to Station Manager, WCDJ Radio, Edenton, North Carolina.

Help Wanted—(Cont'd)

Sales

We need experienced, aggressive radio time salesman for regional fulltime station Pittsburgh area. Send resume and references plus your sales production for past year. Guarantee draw against commission. Write or call Art Simmers, Sales Manager WMCK, McKeesport, Pa., Orchard 8-8888.

Immediate opening for salesman and announcer or announcer-copywriter at new community station in family group. Good salary and working conditions. Excellent future with advancement for right man. Telephone Swan 3-4104, Plymouth, North Carolina or write WPNC.

Moving key personnel to new station now opens exceptional opportunity for experienced salesman to step into key position in thriving Roanoke and hustling Richmond, Va. Also have opening for one sales trainee. Write all details, pic to Burt Levine, WROV, Roanoke, Virginia.

Announcers

Modern number one format station in one of ten largest markets auditioning fast-paced, live-wire announcers. Key station leading chain offers big pay, big opportunity. Send tape to Box 864P, BROADCASTING.

Wanted: Mature, experienced announcer. Must be reliable and good worker. Attractive position. Write Box 426R, BROADCASTING.

1st phone announcer: Must be top air salesman. Start $110.00. Central mid-west. No engineering. Box 567R, BROADCASTING.

Three city chain of modern radio stations expanding. Needs three disc jockies experienced in the new radio with accent on imagination and creative ability. Money good, need immediate. Send tape, photo and resume first letter to Box 584R, BROADCASTING.

Combo man capable of good, straight "sell", intelligent, record show work. Upstate New York radio-tv station. Some tv booth work. Send complete information, picture and tape incorporating commercials, record intros, news to Box 608R, BROADCASTING.

Announcer for fast paced station. Good production a must! Resume, tape, photo. Box 612R, BROADCASTING.

Experienced announcer for bright tempo, 1 kw good music station in excellent Wisconsin market near lake country. Box 613R, BROADCASTING.

Wanted: Experienced combination announcer-engineer to start immediately at progressive 1000-watt daytime station. Write fully. Box 614R, BROADCASTING.

Announcer wanted immediately for Michigan am-fm station. Experienced, stable, able to do some news. Send tape, resume to Box 616R, BROADCASTING.

Modern 5 kw mid-south station in city of 200,000 seeking mature, experienced, happy morning man with proven background. Send tape and resume. Box 631R, BROADCASTING.

Modern four-man operation in one of nation's top markets, seeking personality within-a-formula disc jockey. Send air check of show followed by news. No phone calls. Opportunity for advancement. Operation just beginning to grow. Box 642R, BROADCASTING.

Newsman-midwest radio—need man strong on local news and sports. No board work. Box 643R, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

KBUD, Athens, Texas, seeking experienced staff announcer. Salary open.

Announcer with first phone for night shift. You'll love KCOW Radio, Alliance, Nebraska. Permanency!

Combo-announcer with first ticket. No maintenance necessary. Adult format with emphasis on news. Send resume, tape and pix to G. C. Packard, KTRC, Box 1715, Santa Fe, N.M.

We need a morning man that likes to combo. First class ticket, no maintenance. Adult programming on commercial station. Must be sharp announcer. Send tape and resume to WJBL, P.O. Box 808, Holland, Michigan.

Wanted: Announcer with first ticket, no maintenance. Apply WAMD, Aberdeen, Md.

Start 1960 right! In the job you've been wanting for so long—at WBYS. If you are a good, sensible announcer who likes good radio in a good community and can handle the morning shift, you'll like it here. Applicants with a first phone especially welcome. WBYS, Canton, Illinois.

Announcer wanted—Morning man, 40 hour week. Paid hospitalization and life insurance, two weeks annual vacation, no top 40, please. Send tape, salary expectations. Radio Station WEED, Rocky Mount, North Carolina.

Announcer with first class ticket at Wisconsin resort area station. Send tape and personal information WDOR, Sturgeon Bay.

Michigan 5 kw daytimer has opening for announcer. Excellent working conditions. First class ticket helpful, but not essential. Send tape and resume to WJBL, P.O. Box 808, Holland, Michigan.

Announcer, some commercial experience. Afternoon combo shift. Starting salary $80. Good potential. WMBO, Auburn, New York. Telephone reverse.

Morning man, for WPAZ, Pottstown, Pa. 1000 watt indie. Experienced only, good salary. Profit sharing plan.

WRMF, Titusville, Florida, next door to Cape Canaveral. Announcer-copywriter or announcer-salesman. Immediate opening.

Wanted, experienced announcer with first phone. **WSYB,** Rutland, Vermont.

Play-by-play all sports and news editor combination opening. No board. KCOW Radio, Alliance, Nebraska.

Two dj's: Can you sell your own show . . . salary, commission and talent can earn you over $150.00 weekly. No rock 'n' roll. Adult music only. For live audition phone Saratoga Springs, New York, 4300, Jack Oranch.

Announcers losing jobs? Lack that professional sound? Audition tape not a polished . . . showcase? See New York School of Announcing display ad in Help Wanted column.

Announcers: Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential. Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

Technical

February 1st opening for combination engineer and announcer. Daytimer in northern New York. Box 132R, BROADCASTING.

1,000 watt station in southeast has opening for chief engineer-combination announcer. Good salary and excellent working conditions for right man. Send resume, references and tape to Box 176R, BROADCASTING.

Help Wanted—(Cont'd)

Technical

First phone operator. Experienced. Make more money through sales. 20 hours operating. $100 weekly against commission. Contact KCHJ, Delano, California.

First class engineer who can do some announcing and be helpful around the radio station, man or woman, needed January 18. WDOR, Sturgeon Bay, Wisconsin.

Wanted, combination engineer-announcer. Good salary according to proven record and good references. Permanent and good future. Write giving full history and details. Applications confidential. Baldwin Goodwin, Jr., General Manager, WKIZ, Box 1487, Key West, Florida.

Experienced engineer. First class ticket. State experience, references, salary. WMEX, 70 Brookline Avenue, Boston, Mass.

Engineer needed for Westport, Conn. radio station, 1 kw, first class required. Write WMMM, Westport or call Capital 7-5133.

Production-Programming, Others

Copywriter and traffic assistant. Large metropolitan station. Top pay. Box 863P, BROADCASTING.

Wanted: First class newsman. Must be hard worker, have car. Good future for right man. Send details to Box 427R, BROADCASTING.

Needed immediately. Experienced, alert radio newsman for opening on fast-pace, top-flight news staff at number one station in major southwest market. Must be able to broadcast news as well as gather. Pays top salary. Replaces man promoted within organization. Send tapes and resume to Box 518R, BROADCASTING.

Experienced musical director to program all music, adult audience, midwest CBS affiliate. Must have musical and programming experience. Top position directly responsible to management. Write giving full details. Box 623R, BROADCASTING. Rush reply. January 1 start preferred.

Wanted about January 10th. Production promotion man for 1 kw daytime radio station in market of quarter million. Must be aggressive in sales promotion, production and programming. Excellent opportunity with a future. Please rush resume to Box 648R, BROADCASTING.

Newsmen—top flight station has immediate opening for newsman's newman and beginner. Send tape to Fred Epstein, KSTT, Davenport, Iowa.

News Director—Must be aggressive, competitive, capable of heading two-man news staff, able to cover, write and deliver local news for a top 250 watt independent radio station in northern Ohio. Top fringe benefits—salary commensurate with experience and ability. Send resume, picture and tape to Program Director, WLEC, Sandusky, Ohio. Need approximately January 1, 1960. We will ask for personal interview.

In love with copy, production? Willing to work damn hard with creative group of pros who love money and success Then write story of your life, illustrated, Burt Levine, WROV, Roanoke, Virginia.

RADIO

Situations Wanted—Management

California manager—18 years, excellent references—guarantee profits. Available immediately. Box 547R, BROADCASTING.

Young, experienced small market salesmanager wishes management opportunity. Married, veteran. Box 550R, BROADCASTING.

One station will double its income! Radio-tv executive has doubled net income of three stations. Looking for new challenge. Send for brochure. Box 595R, BROADCASTING.

Hard working, successful manager looking for new challenge and opportunity. Box 599R, BROADCASTING.

Manager — accountant. Higher sales but drooping net profit? Offer sound judgment all items p&l. Corporate background. 12 years operational experience all phases radio-tv staff same company. Family. Seek challenge and Florida climate! Box 601R, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Manager or sales manager. Young but mature, aggressive but stable, experienced (16 years all phases, radio, television, agency). Expensive but productive. With present employer 11 years. Major market preferred. Excellent references. Happily married, two children. Box 610R, BROADCASTING.

Top references as manager. Will add $2,500 per month to 150,000 market. 23 years all phases of broadcasting. Have family. Now employed. Wire or write Box 627R, BROADCASTING.

Station manager desires to relocate. Secondary or major market only. Experienced Storz-McClendon type operation. Proven, programming and sales record. Present owner my best reference. Salary requirements $15,000. Would agree to partial stock payments—no investment. Interview required. Box 630R, BROADCASTING.

General manager. Exceptional sales experience including Ziv. Believe prolific use speculation tapes incorporating sound effects, mood music and good copy presented by a well trained "idea" salesman is key to successful operation . . . if station programming to adult. Former agency creative director, radio sales manager. College, married, thirty-six. Regard ethics as damned important. Box 634R, BROADCASTING.

Wanted—Opportunity to make your station more successful in 1960. Verl Bratton, Management Consultant, 1205 LaPaloma Way, Colorado Springs. Will be in Chicago first week January. % W.O. Rice, Harris Trust & Savings.

Sales

Salesman and announcer 4 years. Married, children, age 25. Desire change. Prefer south. Box 603R, BROADCASTING.

Announcer, 1st phone, $85, no car. Be-7-6721 after 5:00 p.m. Walter Piasecki, 2219 N. Parkside, Chicago.

Announcers

Sports announcer, seven years background play-by-play. Top references. Box 405R, BROADCASTING.

Personality dj wishes to relocate in a larger market. Looking for a station that wants and can afford the best. Have a Storz station delivery. Am looking for a position that has a future. Presently employed. Audition tape sent on request. Write to Box 591R, BROADCASTING.

Country music dj desires to relocate. Reliable, references, creative. Not corn but polished man and show. Box 592R, BROADCASTING.

The professional sound. News. Music. Commercials. Suitable larger markets. Cooperative. Box 593R, BROADCASTING.

Try a gal disc jockey. Write commercials, too. Tape, resume. Box 594R, BROADCASTING.

Disc jockey. Handle all air jobs. News, staff. Permanent, anywhere. Box 596R, BROADCASTING.

Copywriter-announcer. Negro. Mature approach. Locate anywhere. Samples, tape. Box 597R, BROADCASTING.

Experienced, versatile combo man seeking opportunity with fulltimer. Evening or night owl shift desirable. Box 600R, BROADCASTING.

Nine years experience. Announcer. Family man. Sober. Local newsman. Music shows. Will send resume, tape and photo on request. Box 604R, BROADCASTING.

Florida position wanted. Announcer, deejay, personality. Three years experience in large market. Box 611R, BROADCASTING.

Age 24, single, 2 years one station, desire change. Prefer south. Box 618R, BROADCASTING.

Seattle calling—First phone, some experience, no maintenance. No tapes. Box 635R, BROADCASTING.

Experienced announcer, any type operation, knows music, news, runs own console. Desire new area, won't float. Married, sober. Available December 31st. Reply Box 638R, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Too much. In 18 months this station has had 6 pd's, more than 30 schedule changes, and dropped from #1 to 3 or 5, depending upon whom you read! That's too much for me! Midwest dj, mature, reliable and payola free—with suppertime program rated among top 3 Monday-Friday in this market—(top 20), seeks radio and/or tv connection that knows where it's going—shoots fair. Family man wants 5 figures and security. Eight years, record hops to NBC feeds, pays off in professional, adult programming plus teen appeal. No circus operations wanted. Let's hear about you. Box 617R, BROADCASTING.

32, first phone, college grad, 4 years experience dj and pd. Want adult music station or tv production. Available February first. Box 640R, BROADCASTING.

Announcer — Excellent radio/television training background. Excellent references. Need experience. Box 641R, BROADCASTING.

Experienced, young announcer with beautiful baritone voice desires position in big-time radio. Preferably between Washington, D.C. and New York. Box 645R, BROADCASTING.

Announcer—dj. Swinging style. Extremely ambitious, talented, seeks right opportunity. Box 646R, BROADCASTING.

Veteran sports man will consider change. Thoroughly experienced in baseball, football, basketball, bowling, golf, etc. 16 years of play-by-play. Reliable, sober, family man. Minimum $10,000.00. Southwest preferred. Write Box 647R, BROADCASTING.

Topnotch, versatile announcer-dj-newscaster. Stable, mature. Desires aggressive station. Justice 3-0884, Norfolk, Virginia.

Casey Clark, country and western dj and barndance promoter, available, January 1st. WNAX, Yankton, S.D. Phone North 5-2550.

Announcer-dj. Broadcast school graduate. College radio experience. Want opportunity. Art Dove, Parma, Michigan. JEfferson 14348.

TV announcer—2 years experience, married, dependable, eager and prepared. Seeking medium market radio, tv or both. Prefer midwest. Available January 1st. Phone Cedar 2-2308, Ames, Iowa or write J. Galvan, 3322 Story.

Announcer, dj, pd., married, seeks permanent position with New England station. Six years experience. Contact Bob Germain, Colrain, Mass. Phone NAtional 4-3460.

Single, mature personality. Six years radio, television. Desires music, news, sports. Also initial sales. Best references. Available personal interview. Bob Heffner, Route 1, Rockford, Ohio.

—just give me a chance. No previous air experience, but announcing-commercials at industrial shows. Acting tv films-transcriptions. 12 years semi-pro stage and pro stock. Tape available. Clyde Miller, 3202 A.N. 2nd St., Milwaukee, Wisc.

I want to work. Well-trained, all phases. Enjoy sports. William Sheahan, Jr., Manistique, Michigan. Phone 195.

Fresh personality, who likes people, intelligent, reliable, and willing to work his way to the top. Recent pro school graduate looking for experience and polish. All I ask is to make a living. Contact Richard Wade, 1318 S. Gunderson, Berwyn, Illinois.

Experienced country and western dj. Twenty-nine years old, ten years radio and television combined, three years recording for MGM. Four years rated in top-forty dj's nationally. Best of reference. Jimmie Williams, 4605 Dixie Highway, Hamilton, Ohio. Phone: Republic 6-3780.

Technical

Chief engineer. 5 kw up, d.a. or multiple operation. 21 years experience technical, administration, construction and some tv. Want to settle in good western community. Box 534R, BROADCASTING.

First class ticket. Beginner desires to learn transmitter operation and maintenance. Permanent position. Start in radio more important than beginning salary. No car. Box 607R, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Engineer-announcer. Presently employed as chief engineer and announcer. Good in both respects, seeking advancement. Experience and recommendations. Want position with future—prefer west. Box 633R, BROADCASTING.

Experienced chief engineer or engineer for am or fm. Some sales. Available immediately. Midwest area preferred. Box 639R, BROADCASTING.

Chief engineer 20 years experience am-fm directionals. Best references, permanent. Bill Alford, P.O. Box 902, Lakeland, Florida.

Production-Programming, Others

Sports director. Currently with tv and am station in large eastern market. Also staff work. Excellent play-by-play. College grad. 33 years old, married, two children. $150-minimum. Box 431R, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

We want stability. Can you offer a good community, congenial atmosphere, and $125 a week for a young, married, production minded program director. Box 590R, BROADCASTING.

This is it! Early twenties. Production, ideas! Excellent voice. 2 years, pace-formula. References. $115. Box 598R, BROACASTING.

Does your organization need a program and/or sports director who wants a challenging position? Wire or write Box 609R, BROADCASTING.

Dynamic news director. Exciting air man. Presently employed west coast. Box 628R, BROADCASTING.

Program director with ideas wants to move up. I know and can program all types of music; run first-rate adult J.J. shows; write news, selling copy, and promotion. Nine years experience, plus broadcasting degree and graduate journalism study. Box 649R, BROADCASTING.

STATIONS — FOR SALE

Pacific Northwest Metro

Fulltime facility in one of the better Northwest markets. Presently grossing $10,000 monthly, but can do much better with local owner-management. $200,000 with $50,000 down. Balance on excellent terms.

Box 620R, BROADCASTING

WESTERN STATE FULLTIME

Only station in prosperous isolated small market. Has always shown a profit, but could, because of present restrictive advertising policies, do much better under new ownership. Priced at $65,000 with good terms available.

Box 637R, BROADCASTING.

ARIZONA—$29,500

Well-sponsored 250-watt fulltime in ideal climate, solid market—$8,500 down—balance $100 weekly—a real deal by non-resident owner—financial references required!

Box 652R, BROADCASTING.

Ala.	Single	500w	58M	terms
Va.	Single	1kw-D	80M	terms
Iowa	Single	1kw-D	125M	terms
La.	Single	250w	45M	terms
Calif.	Single	250w	65M	terms
Minn.	Single	1kw-D	105M	terms
Ky.	Single	1kw-D	100M	terms
Fla.	Small	1kw-D	90M	terms
Ariz.	Small	1kw-D	65M	terms
Fla.	Small	5kw-D	50M	terms
N.Y.	Medium	1kw-D	150M	terms
La.	Medium	1kw	150M	terms
Miss.	Metro	1kw-D	75M	terms
Ga.	Metro	5kw	200M	terms
Fla.	Metro	250w	175M	terms
Fla.	Large	5kw	165M	terms
Ala.	Metro	1kw-D	175M	terms
N.E.	Major	1kw-D	325M	terms
Fla.	Major	250w	250M	terms

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

I CAN HELP YOU
FIND A GOOD BUY
Verl Bratton,
Management Consultant
1205 LaPaloma Way,
Colorado Springs.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

West major fulltime regional. In black $250,000 20% = One of top 5 markets in nation. Power #1 rated FM. 8,000,000 pop. & 1¼ Million FM sets in coverage. $190,000 $49,500 = Southwest major FM. $21,000 cash = South 1 kw. Largest city in state. In black $300,000 25% = Semi-major 1 kw. Making money. $143,000 29%. PATT McDONALD, Box 9266, Austin, Tex. GL. 3-8080 or Jack Koste, 60 E. 42nd, NY 17, NY. MU. 2-4813.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE

Ours is a personal service, designed to fit your finances, your qualifications and your needs.

If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279

TELEVISION

Help Wanted—Management

Manager. Cable Television System. Outstanding opportunity for television man with sales experience, able to direct personnel and supervise selling and office routine. Send detailed resume, including present earnings and references. All material will be treated in confidence. CATV Associates, Inc., 1832 M Street, N.W., Washington 6, D.C.

Sales

Young, aggressive television salesman needed immediately. Must have proven background. Position offers future with unlimited earnings. Apply only if you are not afraid to work and enjoy living in small community. We are a new station affiliated with CBS. Address all correspondence to Sales Manager, KBLR Radio-TV, Goodland, Kansas.

Announcers

Staff announcer for sign-on shift midwest tv station. Prefer applicant from Illinois, Wisconsin, Missouri, Iowa, or Indiana. TV experience not necessary. Must have radio background. This is for staff expansion. Send late photo, tape and complete resume to Jack Kelin, WTVO, Box 470, Rockford, Illinois.

Technical

Supervisory engineer with 5 years tv experience as chief maintenance by Northwest University town of 40,000. Excellent living conditions, moderate 4 season climate. State references past experience and salary requirements to Box 519R, BROADCASTING.

One or more first class colored tv operators to work in Puerto Rico. Reply to Carl H. Butman, 892 Nat'l Press Bldg., Washington 4, D.C.

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories, Inc. CE. 9-6100, Cedar Grove, New Jersey.

Production-Programming, Others

TV program manager wanted immediately for new central California television station. Past experience necessary for man to supervise all production personnel. Must have complete knowledge of programming, production, lighting and directing. Starting salary open. Box 605R, BROADCASTING.

Wanted: Working program director for KTRE-TV-AM, Lufkin, Texas. Prefer man from southwest. Must be capable of on-camera work, directing personnel, aggressive, sober and willing to work. Contact Richman Lewin, Vice-President and General Manager, KTRE-TV, Lufkin, Texas.

TELEVISION

Situations Wanted—Management

Experienced local and regional sales manager (especially successful with department stores). Desire move to medium or large market in southeast. Box 498R, BROADCASTING.

See Radio. Management—accountant.

Technical

Want radio or tv employment. Technical school graduate. First phone. Two years radio. Board experience. Enrolled with CREI, correspondence. Married, one child. Presently employed. Box 615R, BROADCASTING.

Production-Programming, Others

Producer-director-announcer, now in major market; ten years radio-tv-theatre, all phases, seeks better climate for family. Money secondary. Box 398R, BROADCASTING.

Continuity director with solid experience in newspaper and regional radio plus limited experience in television desires position with radio-tv combination, tv or agency in metropolitan area. Available January. Contact Box 626R, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Producer, director, announcer, unit manager, now in Los Angeles market, wants production-manager's or program director job. Can write, create, sell, do promotion. Address: 10854 Orion, Granada Hills, California. Phone EMpire 1-4174.

FOR SALE

Radio broadcasting school east coast. State licensed, fully equipped, modern studios, leased in ideal location. Gross $15,000 month, nets 20%. Needs experienced radio man to operate. Illness forces sale, $32,500, terms. Box 572R, BROADCASTING.

Equipment

For immediate sale. RCA 5 kw television transmitter Channel 5. RCA transmitter console with TM-5A monitor. RCA 3 Bay antenna channel 5. RCA WM 12 and WM13 demodulators. RCA 10 kw Harmonica filter (2) Channel 5. RCA 10 kw diplexer Channel 5. 400' Stainless guyed tower on ground. 800' 3⅛ transmission line. Sold as package or separately. Box 493R, BROADCASTING.

Used 150' Wincharger Tower type 150. $550.00 fob. 200' U.S. Tower type S-20. $950.00 fob. Box 517R, BROADCASTING.

RCA studio equipment, used only 3½ years: Audio console BC-6A two-channel; 3 BQ-2A turntables. Like new. Any or all at great savings. KATI, Casper, Wyoming.

Western Electric 504B-2 three kilowatt fm broadcast transmitter. Needs slight repair in exciter unit. Final amplifier has new ball bearing blower motor. Very clean. Adaptable to use of multiplexing. Presently tuned to 96.3 mc. Has to be picked up. Call KRKD, Los Angeles, California . . . Capital 5-4116.

For sale Rust extension meter for Doolittle or similar frequency monitor. One year old, cost new $345.00. Make offer. Contact WQIK, P.O. Box 3156, Jacksonville 6, Florida.

Channel (22) uhf RCA 1 kw transmitter TTU-1B complete with filterplexer, dummy load, frequency monitor General Radio, diode demodulator and FCC spare tubes. RCA antenna TFL-24-D with 1 degree electrical beam tilt. Placed in service in December 1953 and in continuous service up to March 4, 1959. Complete: $11,500. WSIL-TV, Harrisburg, Ill. Channel (3).

Video monitors. Closed circuit and broadcast. Foto-Video Laboratories Inc., Cedar Grove, New Jersey. CE 9-6100.

Presto disc cutter type 160 microgroove 50 watts amplifier. 16 inch turntable complete $275.00. Jordan, 1305 Jonesboro Rd., Atlanta 15, Ga.

Microwave transmission line—Andrew 1⅝" Rigid 51.5 ohm, teflon insulated. Large quantity complete with connectors. ells, hardware, cables and dehydrating equipment. New. Unused. Bargain. Sierra-Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Equipment

STL microwave system, 900 mc band, good, used. Also assoc. equipment. Write James B. Holder, WHYL, Carlisle, Penna.

Need 900 feet 3⅛" Styroflex transmission line. Call or write D.B. Ekberg, WLOL, Minneapolis, Minn.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 6, March 2, May 4, June 29, 1960. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

INSTRUCTIONS

Be prepared. First phone in 6 weeks, Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

Highly effective review for FCC phone exams. Very inexpensive. Free literature. "Instruction Unlimited", Box 10634, Jackson 9, Miss.

FCC license in 6 weeks. Classes January 18th and March 14th. Pathfinder method insures your success. Ninety percent of graduates pass the first-ticket examination, the first time taken. Seating limited. Reserve your seat now! Pathfinder Radio Services, 510 16th St., Oakland, California.

With pride we announce the opening of our new broadcasting school. Twelve weeks intensive, practical training in announcing, programming, etc. Brand new console, turntables, and the works. Reservations only. Elkins School of Broadcasting, 2603 Inwood Road, Dallas, 35, Texas.

MISCELLANEOUS

Many religious clients will pay $260.00 yearly for 15 min. Sundays. Clay England, Salesman, Box 409, Schell City, Missouri.

Production radio spots. No jingles. Free audition tape. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

RADIO

Help Wanted—Management

GENERAL MANAGER WANTED

- West Coast City of 50,000
- **Twice** the audience of nearest competitor!
- Want manager with **IDEAS . . . NOT A DESK JOCKEY!**
- Station should do $250,000 per year, or more.
- Good salary — terrific percentage on gross.
- Only those who want in excess of $25,000 per year need apply.
- Present billing stinks . . . only $150,000 per year.
- If you want money and are willing to work for it, and become part of community . . . **LET'S GO! !**

Write Box 622R
BROADCASTING

Help Wanted—(Cont'd)

Sales

NEW HORIZONS

Expanding group of radio and television stations has openings January 15th for aggressive, ambitious salesmen, sales managers and general managers for radio stations in two highly competitive major markets.

Excellent opportunity for advancement to top group management. Hard hitting guys with drive, imagination can write their own ticket.

Send resume, salary requirements and photo to:

Box 629R, BROADCASTING

Announcers

PERSONALITY/TALENT

Wanted by completely revamped KDYL-Radio and KTVT in Salt Lake City. Affiliated with Columbia Pictures. Will emphasize music, news, personalities backed by heavy national and local promotion and new management. Yours will be a **"show"** that will depend on your ability and talent to make it just that. Slot open will depend on you and present revitalized staff who will complement what you can do on the air. You will also have opportunity to double in brass on television on competitive audition basis. Our standards are high for obvious reasons with no pre-conceived notions about money. It depends on what **you** have to offer. Send tape, resume (which we will check out), recent photograph, and any other pertinent information you think important.

Send to Ed Kemp, Production, Supervisor.

KDYL-Radio
130 Social Hall Avenue,
Salt Lake City, Utah

ANNOUNCERS

LACK THAT PROFESSIONAL SOUND? AUDITION TAPE NOT A POLISHED . . . SHOWCASE?

ADVANCED PROFESSIONAL coaching with NEW YORK BROADCASTERS. Our tapes are job getters. Ask to hear sample.

"Let us analyze present tape. **NO CHARGE."**
*** Call . . . **MR. KEITH . . . SU 7-6938.**

NEW YORK SCHOOL OF ANNOUNCING & SPEECH
160 West 73rd Street ***BY APPT. ONLY
New York 23, N.Y. SU 7-6938

RADIO

Situations Wanted—Management

ATTENTION
STATION OWNERS

Responsible general manager of an AM-TV operation seeking connection with station offering stock option, management contract or buy out plan. Prefer midwest. Have clean record of money making operations. Heavy local and national sales background. Good administrative record including labor negotiations. Best references. Write:

Box 644R, BROADCASTING

TELEVISION

Help Wanted—Technical

SUPERVISING ENGINEER

To assist Engineering Director by assuming responsibility for day-to-day unionized TV studio-transmitter operations. Administrative experience in technical field essential. Send resume and salary requirements to Director of Engineering, WTTW, 1761 E. Museum Drive, Chicago 37, Illinois.

Production-Programming, Others

TV PROMOTION MAN

Strong idea man wanted by top-billing VHF Station in large Southeastern market. NBC affiliate. Must be able to take over the complete responsibility for promotion of this fast-moving, aggressive station. Send resume and starting salary to:

Box 650R, Broadcasting.

WANTED TO BUY

Equipment

WANTED

Studio or Field I.O. Camera T K11A with camera control and power supply and 1 Sync Generator TG2A. Address replies to Box 651R, BROADCASTING, giving price and condition of equipment.

Dollar for Dollar

you can't beat a
classified ad in getting
top-flight personnel

Continued from page 83

Granted petition by S. M. Supply Co., Eau Claire, Wis., for dismissal without prejudice of its application for new am station to operate on 1550 kc, 5 kw D, which is in consolidated proceeding with am applications of Radio St. Croix Inc., New Richmond, Wis., et al. Action Dec. 4.

Granted motion by Louis Helfman for dismissal without prejudice of his application for new am station in Fontana, Calif., and retained in hearing status remaining applications in consolidation. Action Dec. 4.

Scheduled hearing for Feb. 23, 1960 in proceeding on applications of Blue Island Community Bcstg. Inc., for new fm station in Blue Island, Ill., et al. Action Dec. 9.

Ordered resumption of oral argument at 9:30 a.m., Dec. 23, on petition of Graves County Bcstg. Inc., to dismiss without prejudice its application for new am station in Providence, Ky.; application is in consolidated proceeding with am application of Muhlenberg Bcstg. Co. (WNES) Central City, Ky. Action Dec. 8.

Dismissed as moot petitions by U. of Minnesota (KUOM) Minneapolis, Minn., for leave to intervene in proceeding on am application of South Minneapolis Broadcasters, Bloomington, Minn. Action Dec. 4.

By Hearing Examiner J.D. Bond

Granted request by KGMO Radio-Television Inc. (KGMO), Cape Girardeau, Mo., for extension of time from Dec. 7 to Dec. 14 for exchanging drafts of engineering exhibits in consolidated proceeding on am applications of Cookeville Bcstg. Co., Cookeville, Tenn., et al. Action Dec. 7.

Ordered that record in proceeding on applications of Donald W. Huff and Equitable Publishing Co. for new am stations in Lansdale, Pa., is now certified to be complete and available for decisional consideration, but that permission is granted Mr. Huff, within 10 days from release date of order (Dec. 14) to submit for inclusion in record his exhibits 11 through 17, and unless objections are filed within 5 days after release date of order, record transcript is corrected in respect specified in appendix A attached to order. Action Dec. 11.

By Hearing Examiner Basil P. Cooper

Granted motion by Harriscope Inc. for continuance of date for prehearing conference from Dec. 10 to Jan. 26, 1960, and continued evidentiary hearing scheduled for Dec. 17 to date to be decided at prehearing conference in proceeding on fm applications of Mount Wilson Fm Bcstrs. Inc. (KBCA) Los Angeles, and Freddot Ltd. (KITT) San Diego, Calif. Action Dec. 4.

Granted petition by Broadcast Bureau for extension of time from Dec. 10 to Dec. 21 to file proposed findings of fact and conclusions in proceeding on am applications of Island Teleradio Service Inc., Charlotte Amalie, St. Thomas, V.I., and WPRA Inc. (WPRA), Guaynabo, P.R. Action Dec. 9.

By Hearing Examiner Thomas H. Donahue

Ordered that unless objection is made by any of parties within five days, transcript is corrected in various respects in proceeding on applications of M.V.W. Radio Corp., for new am station in San Fernando, Calif., et al. Action Dec. 8.

On joint motion of all parties in proceeding on application of Inter-Cities Bcstg. Co. for new am station in Livonia, Mich., continued hearing from Dec. 9 to Dec. 11. Action Dec. 7.

Issued order following prehearing conference in proceeding on applications of Hi-Fi Bcstg. Co. and Radio Hanover Inc., for new fm stations in York-Hanover, Pa.; scheduled hearing for Feb. 17, 1960.

By Hearing Examiner Charles J. Frederick

Granted petition by Rodney F. Johnson (KWJJ) Portland, Ore., for continuance of hearing from Dec. 16 to Jan. 22, 1960, and for exchanging exhibits from Dec. 9 to Jan. 15, 1960, in proceeding on its am application. Action Dec. 9.

Ordered that at hearing scheduled for Dec. 15 on applications of Sanford L. Hirschberg and Gerald R. McGuire and Fairview Bcstrs. for new am stations in Cohoes-Watervliet, and Rensselaer, both New York, oral argument will be presented on question of whether to grant petition by Fairview for leave to amend. Action Dec. 4.

Granted petition by Murrelle & Assoc. for leave to amend its application for new am station in Lakewood, N.J., regarding certain financial data, and dismissed as moot Murrelle & Assoc. motion to strike opposition by Radio Toms River, Toms River, N.J.; application is in consolidated proceeding with am applications of Fredericksburg Bcstg. Corp. (WFVA) Fredericksburg, Va., et al. Action Dec. 7.

Issued order following prehearing conference in consolidated proceeding on am applications of Fredericksburg Bcstg. Corp. (WFVA) Fredericksburg, Va., et al., and pursuant to agreements reached on record, scheduled hearing for Jan. 19, insofar as it pertains to Group 1. Action Dec. 9

By Hearing Examiner Isadore A. Honig

Granted motion by Sherrill C. Corwin (KGUD-FM) Santa Barbara, Calif., for correction to transcript in proceeding on his application for mod. of cp, and on own motion ordered that, unless objection be filed by any of parties within 5 days after release of order, transcript is corrected in additional particulars. Action Dec. 11.

Issued order following prehearing conference in proceeding on am applications of Catskill Bcstg. Co. and Ellenville Bcstg. Co., Ellenville, N.Y., formalizing certain agreements, of procedural nature, made at Dec. 3 prehearing conference, and continued hearing from Jan. 28 to Feb. 15, 1960. Action Dec. 4.

By Hearing Examiner Annie Neal Huntting

Granted petition by United Bcstg. Co. (KVOG) Ogden, Utah, for continuance of date for preliminary exchange of information from Dec. 9 to Dec. 21, for exchange of exhibits constituting direct cases of applicants from Dec. 14 to Dec. 29, and hearing from Dec. 17 to Jan. 6, 1960, in proceeding on United's am application, et al. Action Dec. 10.

By Hearing Examiner H. Gifford Irion

Granted motion by Northside Bcstg. Co. for continuance of further hearing from Dec. 10 to Jan. 15, 1960, in proceeding on its application for new am station in Jeffersonville, Ind. Action Dec. 4.

By Hearing Examiner Forest L. McClenning

Granted request by Television Montana (KXLF-TV ch. 4), Butte, Mont., for continuance of prehearing conference from Dec. 14 to March 29, 1960, and hearing scheduled for Dec. 22 to date to be subsequently specified in proceeding on applications of Montana-Idaho Microwave Inc., for five cps to provide new point-to-point microwave fixed video system at Pocatello and Monida Pass, Idaho, and Armstead, Whitehall and Bozeman Pass, Mont. Action Dec. 4.

Granted petition by Southbay Bcstrs. for continuance of hearing from Dec. 7 to Feb. 8, 1960, in proceeding on its application for new am station in Chula Vista, Calif.

By Hearing Examiner Herbert Sharfman

On request by Lawrence W. Felt, and without objection by other parties, continued hearing from Dec. 17 to Jan. 28, 1960, date for exchanging written cases from Dec. 9 to Jan. 7, 1960, and date for notice of witnesses desired for cross-examination from Dec. 14 to Jan. 21, 1960, in proceeding on Mr. Felt's application and that of International Good Music Inc., for new fm stations in Carlsbad and San Diego, Calif. Action Dec. 7.

On oral request of counsel for Triad Television Corp., and without objection by counsel for other parties, continued further hearing from Dec. 16 to Jan. 14, 1960, in proceeding on Triad's application and that of Herbert T. Graham for new am stations in Lansing, Mich. Action Dec. 11.

By Hearing Examiner Elizabeth C. Smith

Scheduled further prehearing conference on request by George T. Hernreich, and on own motion scheduled oral argument for 9 a.m., same date, on Mr. Hernreich's motion for addition of issue in ch. 8 proceeding, Jonesboro, Ark. Action Dec. 10.

Continued prehearing conference scheduled for Dec. 4 without date pending action upon request by National Bcstg. Co. (WRCA) New York, for leave to amend its am application which will be subject of subsequent order. Action Dec. 3.

Pursuant to agreement of counsel arrived at during Dec. 10 prehearing conference, continued hearing from Dec. 17 to March 1, 1960, in proceeding on applications of H & R Electronics Inc., for new am station in Greenville, N.C., et al. Action Dec. 10.

Pursuant to agreement of all counsel in proceeding on am applications of Radio Muscle Shoals Inc. (WOWL) Florence, Ala., et al., scheduled informal engineering conference for Jan. 5 and another session of prehearing conference for 9 a.m., Jan. 19, 1960, and continued hearing scheduled for Dec. 15 to date to be fixed at further prehearing conference. Action Dec. 3.

Pursuant to agreement of counsel, scheduled further hearing for Dec. 28 in proceeding on application of Bay Area Electronic Assoc. for new am station in Santa Rosa, Calif. Action Dec. 3.

Chairman John C. Doerfer has addressed following letter to Harold E. Fellows, president and chairman of Board of National Association of Broadcasters, Washington, D.C.:

"Upon receipt of your letter of December 10, 1959, I took up with the Commission your request for extension until February 5, 1960, of the information required of broadcast stations by our letter of December 3, 1959.

"The Commission will extend the time required for filing replies to Question 1 to February 5, 1960. However, replies to Question 2 must be filed on or before January 4, 1960, as required by our Notice." Ann. Dec. 11.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of December 11

KSIX Corpus Christi, Tex.—Granted cp to install new trans. and make changes in ground system.

WILM Wilmington, Del.—Remote control permitted.

Actions of December 9

KWIQ Moses Lake, Wash.—Granted assignment of license to **Cascade Bcstg. Co.**

KEPR Kennewick-Richland-Pasco, Wash.—Granted assignment of license to **Cascade Bcstg. Co.**

WKAL Rome and Utica, N.Y.—Granted transfer of control from **Paul F.** and **Margaret E. Harron**, tenants by entireties, to **Margaret E. Harron**, individually and **Paul F.** and **Margaret E. Harron**, trustees of Paul F. Harron Jr., Margaret Ann Harron and Patricia Marie Harron.

***WBOE (FM) Cleveland, Ohio**—Granted licenses to use old main trans. as aux. trans. at present main trans. site; and increase in ERP from 9 kw to 15.23 kw and installation new trans.

WCCO Minneapolis, Minn.—Granted mod. of licenses to operate main and aux. trans. by remote control.

KLVL Pasadena, Tex.—Granted cp to install new trans. to be used as alternate main trans. at present main trans. site.

WTVB Coldwater, Mich.—Granted cp to install new trans. to be used as aux. trans.

WBLF Bellefonte, Pa.—Granted cp to install new trans. location present trans., as aux. trans.

KAPR Douglas, Ariz.—Granted cp to install new trans.

WAYS Charlotte, N.C.—Granted cp to install new type trans.

KPUP San Francisco, Calif.—Remote control permitted.

KHAT Phoenix, Ariz.—Granted change of remote control authority.

Actions of December 8

KAGE Winona, Minn.—Granted assignment of license d/b under same name.

WLVL (FM) Louisville, Ky.—Granted license for fm station; remote control permitted.

WFAW (FM) Fort Atkinson, Wis.—Granted license for fm station; ERP 3 kw.

KPOA Honolulu, Hawaii—Granted license covering change in frequency, increase in power and installation new trans.

WMVO-FM Mount Vernon, Ohio—Granted license covering installation new trans.; ant. 290 ft.

WDAS Philadelphia, Pa.—Granted licenses covering increase daytime power to 5 kw, make changes in daytime DA system and installation new trans.; and operate old main trans. as aux. day-alternate main night trans., using DA.

WRBC Jackson, Miss.—Granted cp to install new type trans.

KLER Orofino, Idaho—Granted cp to install new trans.

WTOL Toledo, Ohio—Granted cp to install old main trans. (present location of main trans.) for aux. purposes; remote control permitted.

KSFO San Francisco, Calif.—Granted cp to install new type trans.

KVOG-TV Ogden, Utah—Granted extension of completion date to June 30, 1960.

WKBM-TV Caguas, P.R.—Granted extension of completion date to Jan. 15, 1960.

Actions of December 7

KSL-FM Salt Lake City, Utah—Granted license covering change in ERP to 4 kw, ant. height to 3620 ft., changes in ant. system and transmitting equipment and slight change in location of ant.

WLAU Laurel, Miss.—Granted license covering change in frequency from 1600 kc to 1430 kc.

WXLI Dublin, Ga.—Granted license covering changes in facilities and type trans.; condition.

KORE Eugene, Ore.—Granted license covering increase in daytime power and installation new trans.

WFAN (FM) Washington, D.C.—Granted license covering change in ERP to 16 kw, ant. height to 280 ft., installation new ant. and changes in transmitting equipment.

KNUZ Houston, Tex.—Granted license covering installation new trans.

WKCR-FM New York, N.Y.—Granted license covering installation new ant., new trans., increase ERP to 4.2 kw, ant. height to 640 ft., and change ant.-trans. location.

WLOL-FM Minneapolis, Minn.—Granted license covering changes in ERP, ant. height, transmitting equipment and installation new ant.; ERP 9.4 kw, ant. 400 ft.

WJMK North Syracuse, N.Y.—Granted license for am station, specify studio and remote control location and installation type trans.; condition.

KXTR (FM) Kansas City, Mo.—Granted license for fm station; ERP 58 kw, ant. 215 ft.

KFMB-FM San Diego, Calif.—Granted license for fm station and specify type trans.

Actions of December 4

KRNT-TV Des Moines, Iowa—Granted assignment of license to **Cowles Bcstg. Co.**

KVIL Highland Park, Tex.—Granted transfer of control from **Charles H. Meeks, Thomas W. Merriman** and **Melvin W. Jackson** to **John J. Coyle**, et al.; includes associated fm station in Dallas, Tex.

WKRC-FM Cincinnati, Ohio—Granted license covering change in ERP and change in trans. and studio locations.

KXLF-TV Butte, Mont.—Granted cp to install new trans. (replacing one destroyed by fire on Nov. 9, 1959).

Actions of December 3

WKIM Wilmington, N.C.—Granted assignment of license to **Arlington-Fairfax Bcstg. Inc.**

WISE Asheville, N.C.—Granted assignment of license to **Arlington-Fairfax Bcstg. Inc.**

WILI Willimantic, Conn.—Granted assignment of license to **The Willie Bcstg. Co.**

KSPL-FM Diboll, Tex.—Granted cp to replace expired permit for fm station.

WFMM-FM Baltimore, Md.—Granted extension of completion date to March 1, 1960.

Actions of December 2

KANT-FM Lancaster, Calif.—Granted assignment of cp to **Desert Bcstg. Inc.**

KRIO McAllen, Tex.—Granted involuntary transfer of control of **Texas State Network Inc.** (parent corp.) from **S.W. Richardson**, deceased, to **Howell B. Smith**, et al., executors of estate of S.W. Richardson, deceased.

WBRK Pittsfield, Mass.—Granted cp to move old main trans. to main trans. site to be used as aux. trans.

WLBJ Bowling Green, Ky.—Granted cp to install new trans.

KORN-TV Mitchell, S.D.—Granted mod. of cp to install new type trans.

KNAC Hot Springs, Ark.—Granted mod. of cp to change ERP to vis. 2.63 kw aur. to 1.32 kw, change trans. and studio locations, change type trans., type ant., ant. system and equipment and ant. height to 400 ft.

Following stations were granted extensions of completion dates as shown: KWG-FM Stockton, Calif., to May 24 1960; WMUB-TV Oxford, Ohio, to March 24, 1960.

Actions of December 1

KFDA Amarillo, Tex.—Granted involuntary transfer of control of **Texas State Network Inc.** (parent corp.), from **S.W. Richardson, to Howell E. Smith**, et al., executors of the estate of S.W. Richardson, deceased.

KFJZ Fort Worth, Tex.—Granted involuntary transfer of control from **S.W. Richardson** to **Howell E. Smith**, et al., executors of the estate of S.W. Richardson, deceased.

WEVA Emporia, Va.—Granted involuntary transfer of control from **Maxey E. Stone**, deceased, to **Willis L. Stone**, administrator of estate of **Maxey E. Stone**, deceased.

KFJZ-AM-FM Fort Worth, Tex.—Granted involuntary transfer of control of **Texas State Network Inc.** (parent corp.) from **S.W. Richardson**, deceased, to **Howell E. Smith**, et al., executors of estate of S.W. Richardson, deceased.

KEZY Anaheim, Calif.—Granted license for am station and specify studio location.

KHOE Truckee, Calif.—Granted license for am station.

Granted licenses for the following fm stations: KRPM San Jose, Calif.; KTYM-FM Inglewood, Calif.; KRAK-FM Stockton, Calif.; KPSR (FM) Palm Springs, Calif.; KBBI (FM) Los Angeles, Calif.; KJAZ (FM) Alameda, Calif.; KGB-FM San Diego, Calif. KGB-FM San Diego, Calif.; KUFM (FM) El Cajon, Calif.; KYA-FM San Francisco, Calif. and license for noncommercial educational fm station for KNFP (FM) Arlington, Calif.

WSEL Chicago, Ill.—Granted license covering changes in ant.-trans. location.

KMBL Junction, Tex.—Granted license covering installation of new trans.

KGO San Francisco, Calif.—Granted license covering installation of an aux. trans. using DA.

KFMW San Bernardino, Calif.—Granted license for fm station, change trans., specify studio location and remote control point.

KASK Ontario, Calif.—Granted license covering change of facilities, installation of new trans., change ant.-trans. and studio location, installation of DA-1 and changes in ground system.

KEWB Oakland, Calif.—Granted license covering installation of new trans. for aux. purposes only, and operation of trans. by remote control.

KPOD Crescent City, Calif.—Granted mod. of cp to change studio location and operate trans. by remote control.

WHP-FM Harrisburg, Pa.—Remote control permitted.

WFDS-FM Baltimore, Md.—Granted authority to remain silent for period ending March 1, 1960.

American Broadcasting-Paramount Theatres Inc., New York, N.Y.—Granted mod. of permit to include CJSS-TV Cornwall, Ont., Canada, to list of Canadian tv stations to receive television programs broadcast in U.S. over tv stations licensed to American Broadcasting - Paramount Theatres Inc., for period beginning Dec. 1, 1959, and ending 3 a.m., EST, Feb. 1, 1960.

WZFM Jacksonville, Fla.—Granted extension of authority to remain silent for period ending Feb. 12, 1960; conditions.

Following stations were granted extensions of completion dates as shown: KPOD Crescent City, Calif., to Dec. 17; KLIX Twin Falls, Idaho, to May 18, 1960; KAJS Newport Beach, Calif., to Jan. 9, 1960; KPRI San Diego, Calif., to Feb. 19, 1960.

Actions of November 30

WOC-AM-FM Davenport, Iowa—Granted acquisition of positive control by **D.D. Palmer** through exchange of stock held by **D.D.** and **B.J. Palmer** in licensee for stock in **Central Bcstg. Co.**, which will be controlled by D.D. Palmer (licensee will become wholly owned subsidiary of **Central Bcstg. Co.**).

WOC-TV Davenport, Iowa—Granted assignment of license and cp to **Tri-City Bcstg. Co.**

KUTI Yakima, Wash.—Granted license covering increase in power and installation of new trans.

K73AE Redmond, Ore.—Granted cp to change type number of its trans.

KVUE Sacramento, Calif.—Granted mod. of cp to change studio location.

WHOH Hamilton, Ohio—Granted authority to remain silent for period ending Dec. 31.

Following stations were granted extensions of completion dates as shown: WINQ Tampa, Fla., to March 15, 1960; WFBG-FM Altoona, Pa., to May 1, 1960; WILY Pittsburgh, Pa., to Feb. 25, 1960; WPIK Alexandria, Va., to May 20, 1960; WBOS-FM Brookline, Mass., to Dec. 31; KGUD Santa Barbara, Calif., to May 25, 1960; WKOX-FM Framingham, Mass., to Feb. 20, 1960; WYNS Towson, Md., to Jan. 3, 1960, and WORC Worcester, Mass., to Feb. 5, 1960.

WYFE New Orleans, La.—Granted license covering installation of new trans. as alternate main trans. at main trans. site and operation by remote control.

WLIN Wausau, Wis.—Granted license change of facilities, ant.-trans. location, studio and station location, ant. height and installation of new ant.

***KFJC (FM) Mountain View, Calif.**—Granted license for noncommercial educational fm station.

Granted licenses for the following fm stations: WAFM Miami, Fla.; KSFM Sacramento, Calif.; KACE-FM Riverside, Calif.; WJWR Palmyra, Pa.; WGR-FM Buffalo, N.Y.; WROC-FM Rochester, N.Y.

KPOL-FM Los Angeles, Calif.—Granted license covering increase in ERP installation of new type trans. and ant., and ant. height and other changes; ERP 38 kw.

WHRB-FM Cambridge, Mass.—Granted license covering change of facilities, ant. height and installation of new ant.

WWJ Detroit, Mich.—Granted mod. of license to operate main and aux. trans. by remote control using DA-N.

WTAR Norfolk, Va.—Granted mod. of licenses to operate main and aux. trans. by remote control using DA-N.

WOKK Meridian, Miss.—Granted mod. of cp to change type trans.

WSAJ Grove City, Pa.—Granted authority to remain silent for period beginning Dec. 12 and ending Jan. 2, 1960.

Following stations were granted extensions of completion dates as shown: KBLA Burbank, Calif., to June 21, 1960; WINE Amherst, N.Y., to April 9, 1960; WISK Medford, Mass., to June 28, 1960; WIFE Dayton, Ohio, to Feb. 1, 1960; KENT Shreveport, La., to Feb. 1, 1960, and KRKO Everett, Wash., to March 9, 1960.

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OUR RESPECTS TO . . .

Richard Birrell Rawls

The only regret Richard B. Rawls, general manager of independent KPHO-AM-TV Phoenix and vice president of Meredith Engineering Co.'s KPHO Division, has about his career is that he didn't discover show business until he was eight years old.

Although he built his own cardboard theatre at seven, another year went by before his aunt took him to see the Broadway legitimate show, "Treasure Island." When an usher handed him and the other children each a card with a "black spot" (a device used in the story to mark a character for death and used by the theatre to enhance audience participation), young Mr. Rawls, solemnly and irrevocably decided that his future lay in show business.

He paused long enough for schooling, but that, too, was tied in closely to his theatrical aspirations. Born in New York July 14, 1908, he went to Trinity and Horace Mann Schools, Columbia U. Teachers College and the New York School of the Theatre, majoring in speech and dramatics. At 18 he notified his father, a physician, that he was going into the theatre.

Jitney Jaunt • He traveled with the Jitney Players in tent repertory, making one-night stands as actor, stagehand, electrician and truck driver. Then he became a magician's assistant, vaudeville break-in, soda jerk and supplemented these jobs with teaching stagecraft at college and high schools. He gathered other experience in stock circuits and worked in the old film vaults at Fort Lee, N.J., when the movies first had their headquarters there.

By 1930 he was a production assistant in First National Theatres east coast operations. He served as stage manager and technical director of the Bushar & Tuerk Broadway productions "Crime Marches On" and "Black Limelight." For a time he was in New York and on tour with playwright Elmer Rice as actor and assistant stage manager in the Playwrights Company productions "Counselor-at-Law," "Between Two Worlds" and "We the People." In 1933-34 he went on a national tour with Katharine Cornell Productions' presentations of "Romeo and Juliet," "Barretts of Wimpole Street" and "Candida" as actor and stage manager in company with such names as Miss Cornell, Basil Rathbone and Orson Welles.

It was becoming clear to Mr Rawls by 1935 that his interests lay not so much in acting itself as in organizational and business planning for the theatre. Accordingly, he joined the Federal Theatre, a government-operated national project with productions in 43 cities and 26 states.

Far-ranging • As national technical director, he supervised a widely-separated staff of more than a thousand theatrical technicians. Besides overseeing personnel, he coordinated designing, building, painting, lighting and transportation of scenery for 40 to 75 productions simultaneously. Traveling extensively, he supervised the design of 15 experimental theatres that cost $15,000 to $250,000 each.

By 1938, Mr. Rawls figured he and the new medium of television were ripe for each other. He put together a special presentation, based on his 13 years in show business, and pounded the pavement for three months, confident he had the right combination of experience and talent to offer the new medium. But television wasn't as ready for Dick Rawls as he was for it. It wasn't until August 1939 that a chance acquaintance told him something was in the wind over at CBS.

There was, and Mr. Rawls was one of nine persons selected of 3,000 applicants in CBS' plans for television. He went with CBS as floor manager and was promoted to manager of television studio operations. In October 1942, he enlisted and served in the South Pacific as noncom in charge of plans and training for an assault battalion, receiving his discharge as a tech sergeant in November 1945.

Joins ABC-TV • In January 1946 he joined ABC and became manager of television operations, helping to get the fledgling tv network started by supervising overall operations. Mr. Rawls set up all departments except engineering, including the program department, which he directed. In the fall of 1949 he became a regional station relations manager and was appointed station relations director in 1951, working at lining up affiliates for ABC-TV and keeping them happy.

KPHO-AM-TV's Rawls
He knew what he wanted

Mr. Rawls' rounds included visits to WHEN-TV Syracuse, N.Y., where he caught the eye of Payson Hall, Meredith director of broadcasting. In November 1952, he was appointed general manager of KPHO-AM-TV. Last May he was made a vice president of Meredith Engineering, the broadcasting arm of Meredith Publishing Co. (*Successful Farming, Better Homes & Gardens*), which besides KPHO-AM-TV and WHEN-AM-TV includes KCMO-AM-FM-TV Kansas City, WOW-AM-TV Omaha and KRMG Tulsa.

As it turned out, the choice of Mr. Rawls, with his well-rounded tv and theatrical background, to head the Phoenix stations possibly was the most apt move Meredith could have made, for the stations later became independents, KPHO by choice and KPHO-TV when CBS-TV withdrew its affiliation in 1955. Although Mr. Rawls was frank to regret the tv affiliation loss, he started to work to build a station which claims No. 1 spot in ARB rankings for relative shares of audience among the independents in the 18 four-stations-or-more tv markets. Mr. Rawls finds a challenge in KPHO-TV's continuing effort to attain an equal share of audience in that four-station market.

Independent Advantages • In this respect, Mr. Rawls can and does emphasize these advantages for KPHO-TV: (1) complete control of program operation and (2) on the advertising side, the greater availability of one-minute spots.

Mr. Rawls was born Reginald Birrell Rawls, but during his acting career the name Reginald seemed to type him as an English butler, a part so completely inconsistent with his personality and speech, that he changed it to Richard. His hobbies are 16 mm movies and breeding of basset hounds (latest champion of his Richlynn Kennels: Brown Faced Joe). But his best relaxation is to sit and talk with his wife, the former Helen Battersby of Philadelphia. And thereby hangs a tale:

In February 1939, he took a Caribbean cruise on *H.M.S. Georgic*. At that time the purposeful Mr. Rawls was looking for a wife. On Feb. 5, he spotted Helen. On Feb. 9, he met her. On Feb. 12, he informed her he was going to marry her and she just laughed at him. He married her Oct. 30, 1943.

EDITORIALS

To dispel the fog

THE broadcaster is confused. He is being browbeaten at every turn. Charges are piled on charges in a half-dozen Washington forums. Politicians have a new theme and the clergy a fresh fire-and-brimstone text. Everybody is in on the act—everybody that is, except the public, which, as noted in the editorial below, is considerably more rational on the subject.

In the piling-on process all the ancient arguments against the American system of free, competitive broadcasting are being resurrected. To list them would consume more space than can be afforded here. The more extreme among them propose outright government operation, a new government television network, public utility controls with limitations on profits, license fees, franchise taxes, the British system of state control along with set taxes to defray costs of operation, heavy fines and sanctions, barring of newspapers and magazines from station ownership and a return of the infamous Blue Book of 1946, the quintessence of back-door censorship.

All these proposals have been suggested before—many of them when the original Radio Act was drafted in 1927. All were rejected. They are not the American way. They run counter to the doctrine of free, competitive enterprise. They cannot square with the First Amendment, which guarantees freedom of speech and of the press.

This is not to contend that the American system has no shortcomings. Mistakes have been made. The disclosures of recent months cannot be swept under the rug or ascribed wholly to the machinations of competitors.

Radio and television, having grown so rapidly, were bound to make mistakes. It was inevitable that the lure of the fast buck would attract the opportunists, the promoters and even a few charlatans. All successful pursuits, businesses or professions have attracted their share of phonies.

But it is ludicrous to argue, as some have, that the broadcast media are overrun with unsavory characters. The vast majority of broadcasters are professional people of the highest calibre. They were responsible for the development of the finest system of broadcasting in the world.

The American press was not subjected to threats of government control because yellow journalism ran rampant a generation ago. Most publishers and editors corrected the abuses themselves. There exist even today pockets of yellow journalism.

The defects in American broadcasting have been limited to a minority of the programs. They involve a minority of station owners, and a fraction of the employes and personalities who have access to the microphone.

The problem is one of ridding broadcasting of the termites in its basement. The whole free structure should not be weakened or threatened in the process of ferreting out the parasites.

Having heeded the warning, broadcasters have begun the eradication process. But the rooting out of the isolated infections will not satisfy the politicians or the crusading intellectuals.

Broadcasting's story must be told in clear, complete terms. Broadcasting does not need a whitewashing. But it does need a white paper to counter the blasphemies of its detractors.

The forum is the FCC. In the past two weeks there have paraded before the Commission in Washington those who have espoused reforms of the order mentioned earlier. For the most part they represented minority viewpoints that would spell disaster because any action that impinges upon the freedom of broadcasting constitutes censorship.

The broadcasters' turn to present their case-in-chief comes after the Christmas-New Year's recess. Here is the opportunity to get the picture back in focus. The broadcasters' case is the case for the public that it has served faithfully for a generation, first with radio and during the last decade with television too.

The story is a forthright and simple one. It is the wholesome story of the tremendous contributions made to the national welfare, the enlightenment of the people, buttressing of the nation's economy and the spiritual well-being of the public.

The case-in-chief must admit the failures too. The record should show the positive steps being taken by enlightened ownership and management to correct the transgressions, whether they be in quiz rigging at the network levels, in advertising excesses, payola or any other blights that have developed in the growing up process.

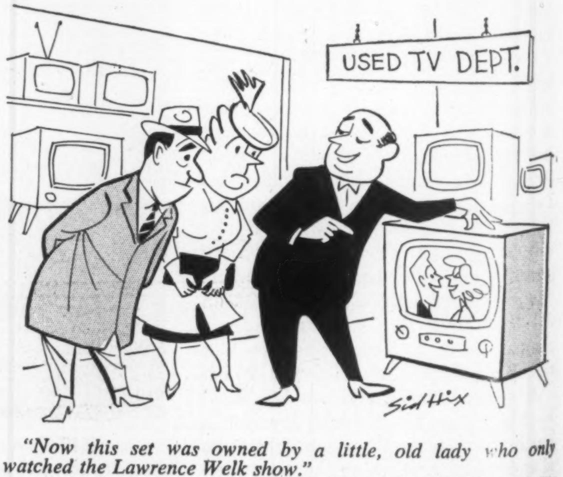
The brains, the means and the forum are available. A half-dozen men possessing the creative abilities and the leadership qualities can do it. There is no room for competitive jealousies or jockeying for position. There might not be another chance any time soon.

A big opening act

UNTIL last Thursday a lot of people claiming to represent the public, or important segments of it, had gone before the FCC to assail broadcasting. To hear them was to get the impression of vast public revulsion against radio and tv.

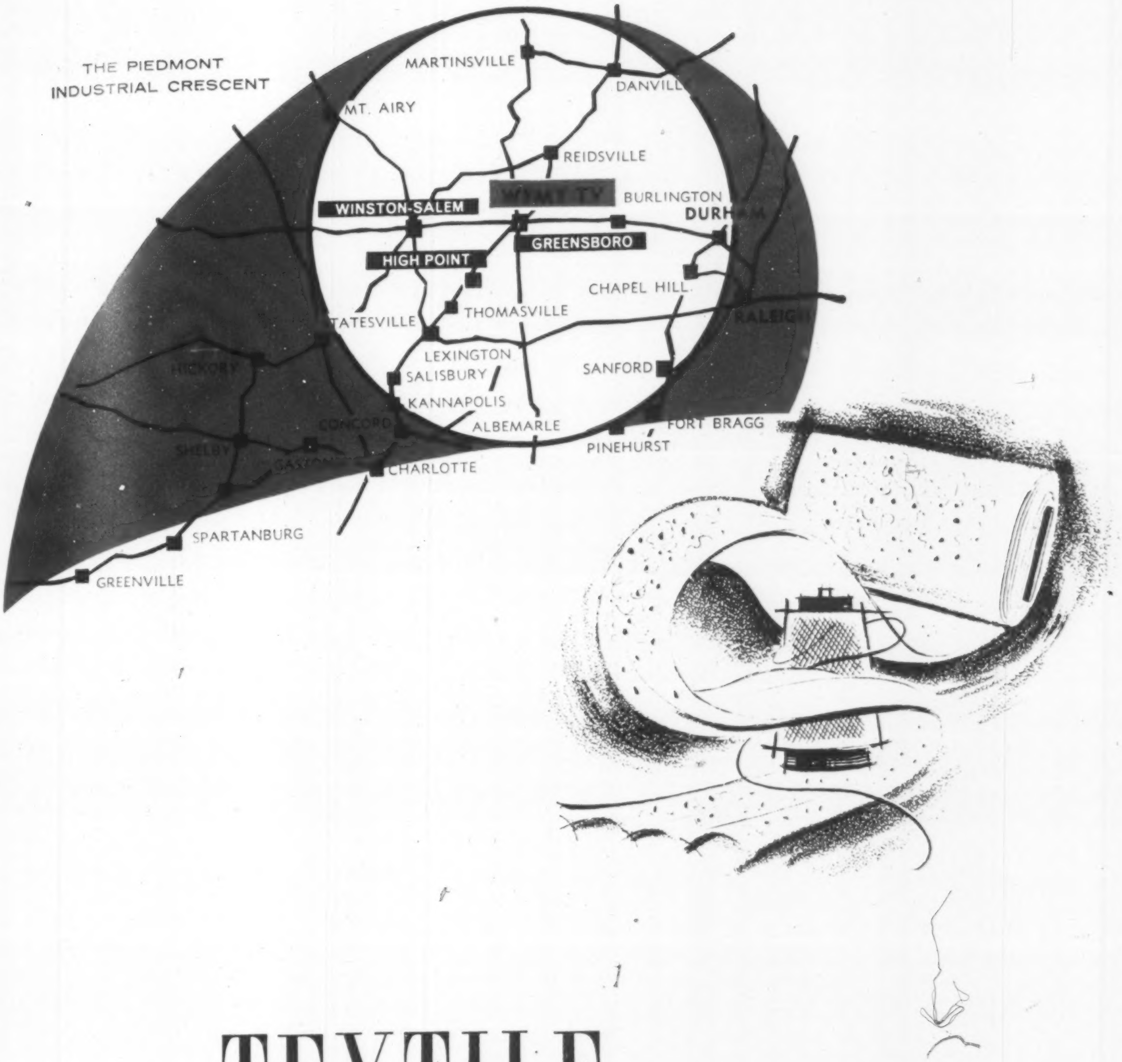
The picture was restored to focus finally when Elmo Roper, a public opinion researcher of unimpeachable character, told the FCC what the people—all the people—really think about broadcasting. The Roper survey results are presented in detail beginning on page 19 of this issue.

Mr. Roper's report could not have come at a better time. As the first major project undertaken by the new Television Information Office, the Roper survey marks an auspicious debut of TIO. Neither in its objectives nor its results can the survey be said to be a distorted apology for television. The survey must be accepted as objective and honest. If future TIO projects measure up to the standards set by its first, the money broadcasters have contributed in dues will have been well spent.



"Now this set was owned by a little, old lady who only watched the Lawrence Welk show."

Drawn for BROADCASTING by Sid Hix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